NOVEMBER 6, 1950

BROADCASTING
TELECASTING

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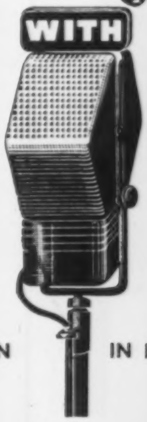
20TH year
The Newsweekly of Radio and Television.

$7.00 Annually
25 cents weekly

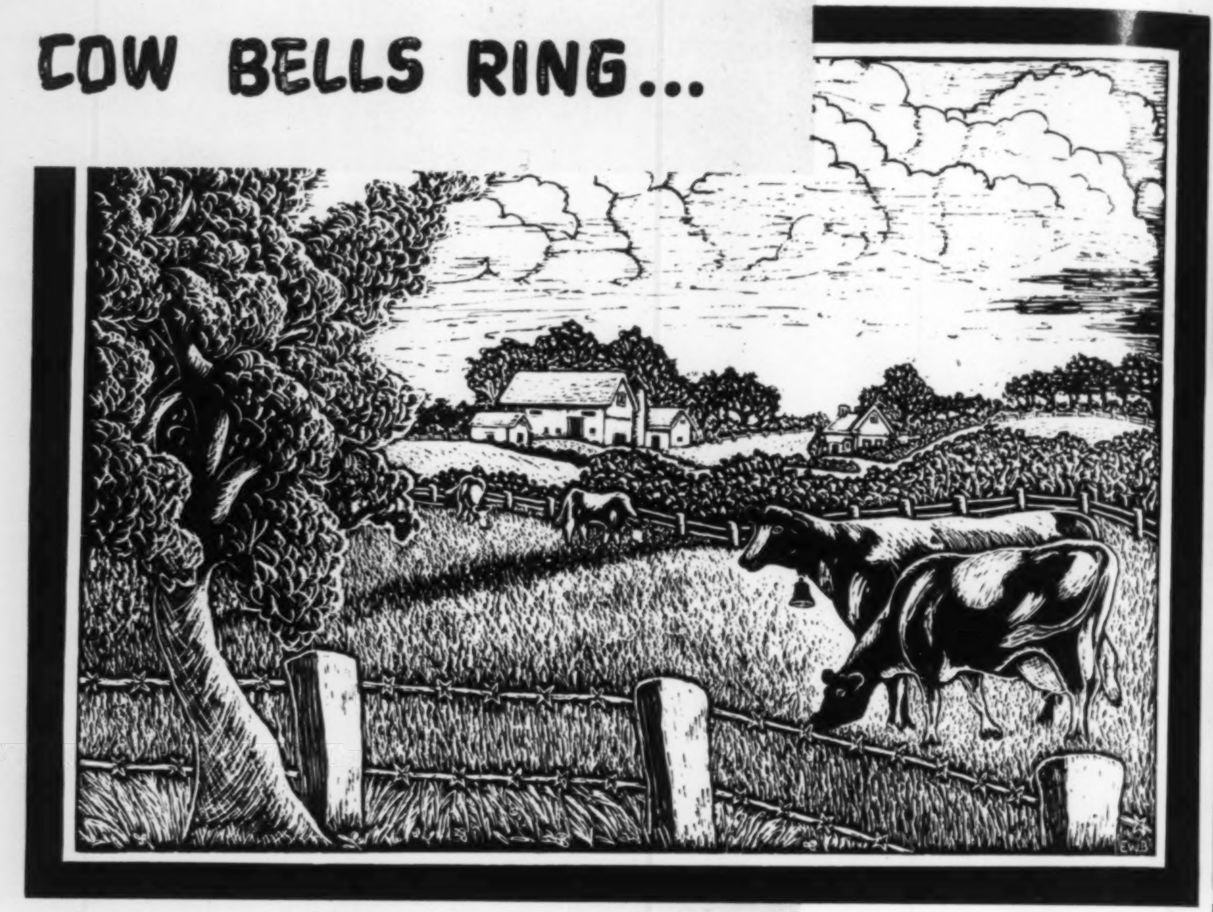
You get a lot for a little*



SEE YOUR HEADLEY-REED MAN TODAY FOR THE WHOLE W-I-T-H STORY

* MORE LISTENERS-PER-DOLLAR THAN ANY OTHER RADIO OR TV STATION IN BALTIMORE

COW BELLS RING...



COW BELLS ring . . . and thousands of Midwest families sit back every Saturday night to relax and listen to the WLS NATIONAL BARN DANCE. From groups of all ages and walks of life come the huge family of listeners to whom the cow bell is symbolic of this program.

For twenty-six years WLS has been broadcasting the regular Saturday night NATIONAL BARN DANCE. Nearly two million people have *paid* to see the program aired from Chicago's Eighth Street Theatre. It's a revue—a presentation of all popular station acts on one program built around the barn dance theme—old fashioned entertainment, friendliness and informality. NATIONAL BARN DANCE listeners feel the entertainers are their friends, and in this friendliness and informality lies the secret of the outstanding success of this show.

Commercially successful, too. Present WLS NATIONAL BARN DANCE advertisers have sponsored portions of the five-hour program for an average of 14 years. There are additional availabilities—and there are Nielsen figures to prove extensiveness of popularity. Call your John Blair man or write WLS direct for details on how the symbol of the cow bell can be put to work for you.

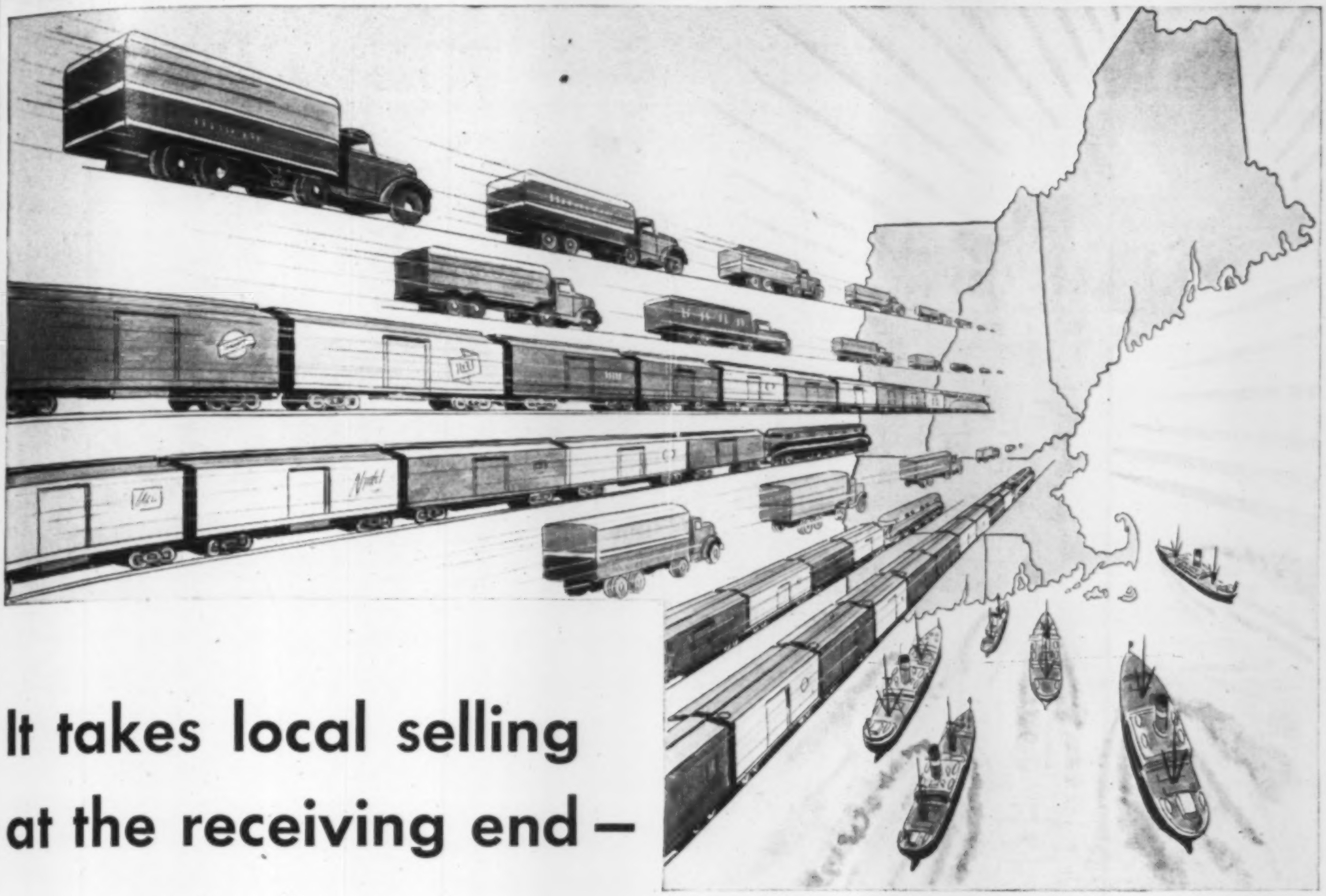
WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY



It takes local selling at the receiving end —

YANKEE does that for you in 29 local markets . . . .

Turning wheels of fast freights and trailer trucks move hundreds of thousands of tons of merchandise into New England markets daily. Wheels of consumer cars, millions of them, roll this never ending flow of merchandise to its final destination — New England homes.

In this continuous flow of merchandise, Yankee home-town stations are an important daily sales factor.

They make up the vital local links in the media list which are most important to the local dealer. For there is nothing like local advertising to drive home the final sales message — and nothing like the dealer's own home-town station to carry the message to his customers.

When you multiply this local selling by 29 you have a powerful influence to keep goods moving throughout New England.

For the most complete coverage of 29 markets in these six states, with local effectiveness everywhere, the only choice is Yankee's 29 home-town stations. They blanket the New England market.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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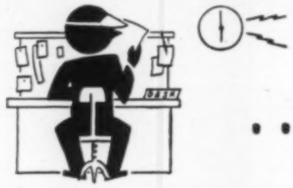
BROADCASTING TELECASTING



...at deadline

Closed Circuit

FCC LAWYERS ARE working on proposed sweeping revision of network regulations, looking toward equitable allocation of both radio and TV programming. Presumably plan would be geared in direction of preventing duplication of network programs so that listeners will not get same national shows several places on dial. It's doubtful, however, whether anything will be done until color smoke clears.

MEDIA RATE POT continues to boil. One important newspaper group, which invoked 10% increase last spring, has another across-the-board increase running about 25% upcoming. Protection will not exceed 30 days.

FINAL figures on minor league baseball attendance will show that teams allowing telecasts had better attendance records than non-TV clubs.

STRONG GROUP of NBC affiliates threatened Friday to turn down Operation Tandem series on ground failure to land six sponsors had caused network to offer them only one-half of hourly rate instead of regular half-hour rate. They termed this rate-cutting.

NEW TYPE formula may replace old "relief" provision for firms seeking refunds on excess profits tax because of investments, expansion, etc. during "base period." Government experts, now laboring on report for Congress which will decide the issue, feel last war provision too cumbersome and said to be searching for mechanical way to cover all firms seeking relief. Some cases dating back to World War II, when hearings given on each case's merits, still outstanding.

WHILE no formal complaint has been made, it's understood Nielsen executives are concerned at Hooper expansion of TV Popularity Ratings to 12 cities and watching closely whether this will become permanent service. Whether or not Hooper-Nielsen contract signed last March precludes such expansion would be point at issue. Since new Hooper index has been distributed free some observers believe it is trial balloon which may not be continued.

ZENITH RADIO CORP. may postpone Chicago test of Phonevision third time (story page 58) beyond Dec. 1 date. Although reported to have 90 full-length movies on hand, enough for the three-month test, it is understood only about eight or nine are considered top-quality film fare.

VICK CHEMICAL CO. (Vicks Cough Drops) starts third part of its radio spot announcement campaign on Nov. 13 in about 25 markets following cold weather in South. Morse International is placing 15-week contract.

IF FERDINAND PECORA, Democratic nominee for New York mayor, wins in this week's elections—as is confidently predicted—it's even money Madam Commissioner Frieda B. Hennock will be offered important portfolio. Native New Yorker, Miss Hennock has been closely

(Continued on page 90)

Upcoming

Nov. 9-10: NAB District 5, Ansley Hotel, Atlanta.
Nov. 9-10: Ohio Assn. of Broadcasters Sales Clinic, Neil House, Columbus.
Nov. 10-11: Michigan Assn. of Broadcasters, Hotel Olds, Lansing.
Nov. 15-17: NAB Board, NAB Hdqrs., Washington.

(Other Upcomings on Page 38)

Bulletins

RATE INCREASE for NBC-TV network scheduled for announcement Nov. 15, effective Jan. 1.

NBC SPLITS SPOT SALES INTO RADIO AND TV

NBC's Spot Sales department split into separate radio and television staffs, with James V. McConnell remaining as director in charge of both. Richard Close, former manager of Spot Sales, becomes eastern sales manager for radio, and Charles Philips, former account executive, becomes eastern sales manager for television. Sales development, promotion and research department, with Jacob Evans as manager, remains integrated operation serving both radio and television, as does sales service department, with Caroline Herbert Maxwell in charge.

Radio salesmen reporting to Mr. Close are William B. Buschgen, Jacques Biraben, Robert Z. Morrison Jr., Robert J. Leder, Charles McAbee and Edward Dudley, the latter having joined NBC after serving as account executive with *New York Times*. Television salesmen are Robert E. Button, Bernard H. Pelzer Jr., Edwin F. England, Schuyler Chapin, former publicity director of WNBC and WNBT (TV) New York, and Martin Harrison, former DuMont salesman.

SARNOFF AT COLOR MEET

BRIG. GEN. David Sarnoff, RCA board chairman, attended color TV conference Thursday in Washington, where RCA has slated demonstrations of its compatible color system starting Dec. 5.

BUCK TO RCA BOARD

WALTER A. BUCK, vice president and general manager, RCA Victor Division, elected to RCA board Friday, succeeding Edward J. Nally, director since RCA formation in 1919 who retired because of age. Mr. Nally was first RCA president, from 1919 to 1923.

WEISS RESIGNATION ACCEPTED

RESIGNATION of Lewis Allen Weiss as board chairman of Thomas S. Lee Enterprises, after 20 years in top executive positions with company's Don Lee Broadcasting System, was formally accepted Friday by board of directors and Ben H. Brown, public administrator of Lee Estate. He submitted resignation July 19, and asked again that it be activated following $12,320,000 acquisition of Don Lee properties by General Tire & Rubber Co. [BROADCASTING, Oct. 23, 30]. He plans extended vacation before deciding on future plans.

Business Briefl

GILLETTE GAME ● Gillette Safety Ra Co., Boston, sponsors Army-Navy footb game broadcast on MBS Dec. 2, 1:15 p. Agency, Maxon Inc., New York.

DAIRY SPOTS ● Pevely Dairy Co., Louis, begins 26-week radio and TV sp schedule in 12 markets today (Monday) Nebraska, Kansas and Missouri for Reddi-Wi for which it has area franchise. Agenc Olian Adv., St. Louis.

TWO SIGN FOR 'TANDEM PLAN

FIVE half-hours weekly of NBC's Tande Plan have been sold to Whitehall Phamac Co. and RCA Victor. Sponsors will share eac of five periods which are 6:30-7 p.m. part *The Big Show*, Sunday, 6-7:30 p.m.; first ha of *NBC Symphony*, Monday, 10-11 p.m.; firs half of *Screen Directors' Playhouse*, Thursday 10-11 p.m., and *Duffy's Tavern*, Friday, 9:3 10 p.m., and *The Man Called X*, Saturday a period not yet set. Tandem sponsorship bega yesterday on premiere broadcast of *The Bi Show*. Agency for Whitehall is John F. Murray Agency; for RCA Victor, J. Walter Thompson

'AMERICAN ALBUM' TO ABC

THE *American Album of Familiar Mus* moves from NBC to ABC Sun., Nov. 26, 9:3 10 p.m., with Evelyn MacGregor, contralt added to show. Bayer Aspirin and Phillip Milk of Magnesia are sponsors. Agency Dancer-Fitzgerald-Sample, New York.

TV FOR GENERAL MILLS

GENERAL MILLS, Minneapolis, begins spo sorship of its first daytime TV program, *Bett Crocker Television Show*, Thursday on CBS TV, 2:30-3 p.m. (CST). Video Varities, Ne York, will film production under supervisi of BBDO, same city. Program will be teleca twice weekly, Tuesday as well as Thursda starting Jan. 2. Products are flour, Biquic and home appliances.

AMOS 'N' ANDY SPONSORSHI

REXALL Drug Co., Los Angeles, expected t accept CBS offer on *Amos 'n' Andy*, CB package, to replace *Richard Diamond* NB series, starting Jan. 7, reports said Frida *Amos 'n' Andy*, now sponsored by Lever Bro under Oct. 1 contract running to end of yea understood to be budgeted at about $20,00 Last Rexall-sponsored *Diamond* show to b Dec. 6. Its budget is $4,500. Under new spo sorship *Amos 'n' Andy* will continue in Su day, 7:30-8 p.m. (EST) time slot. Rexa Agency, BBDO, Los Angeles.

COCA-COLA SETS TV SHOW

COCA-COLA Co. will sponsor *One Hour Wonderland*, special Walt Disney productio his first for television, on Christmas Day, 4 p.m. on NBC-TV. Included in show, in additi to Disney animated characters, will be Edg Bergen and Charlie McCarthy. Program w be on 62 NBC-TV stations. Agency for Coc Cola is D'Arcy Advertising.

JOHN HANSEN, research director and a sistant sales promotion manager, ABC, Hol wood, Friday promoted to sales promoti manager, ABC Hollywood. Will also be charge of research and audience promotion.

XUM

34.4% MORE

'SPOT' ADVERTISERS BOUGHT TIME ON KSD IN SEPTEMBER, 1950 THAN IN SEPTEMBER, 1949

●

KSD's Spot Announcement and Studio Program Periods Are Valuable Advertising Properties!

For rates and availabilities, call or write

KSD

THE ST. LOUIS POST-DISPATCH RADIO STATION

5000 WATTS ON 550 KC DAY AND NIGHT

National Advertising Representative: **FREE & PETERS, INC.**

MARYLAND
1-329

He hauled a lumberman out of the woods

The woods included pine, oak, fir, and redwood—and the board feet went into a lot of Sioux City tepees. While truck-driving is one of his less significant talents, emptying trucks for sponsors is an important corollary of his salesmanship.

As Mr. E. S. Gaynor, president of the E. S. Gaynor Lumber Co., wrote to KTRI, both of Sioux City, Iowa:

> "It is with pleasure that we renew our contract for the Fulton Lewis, Jr. program. When we first signed for the program (Feb., 1950) we had just completed the largest year in our 39 years. Increases in 1950 (over '49): Feb. 17%, March 9½%, April 40%, May 12%, June 52%, July 134%. January, the month before our sponsorship, showed a 22% loss. "We were told that the program would do this very thing, but the results are far greater than expected. Besides, we feel that Mr. Lewis is doing a wonderful job of selling America to Americans."

The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers a ready-made audience at local time cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING
TELECASTING

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Cross, Wilson D. McCarthy, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Jean D. Statz, Keith Trantow; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Doris Orme, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager:* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, *Assistant to New York Editor;* Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0775;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

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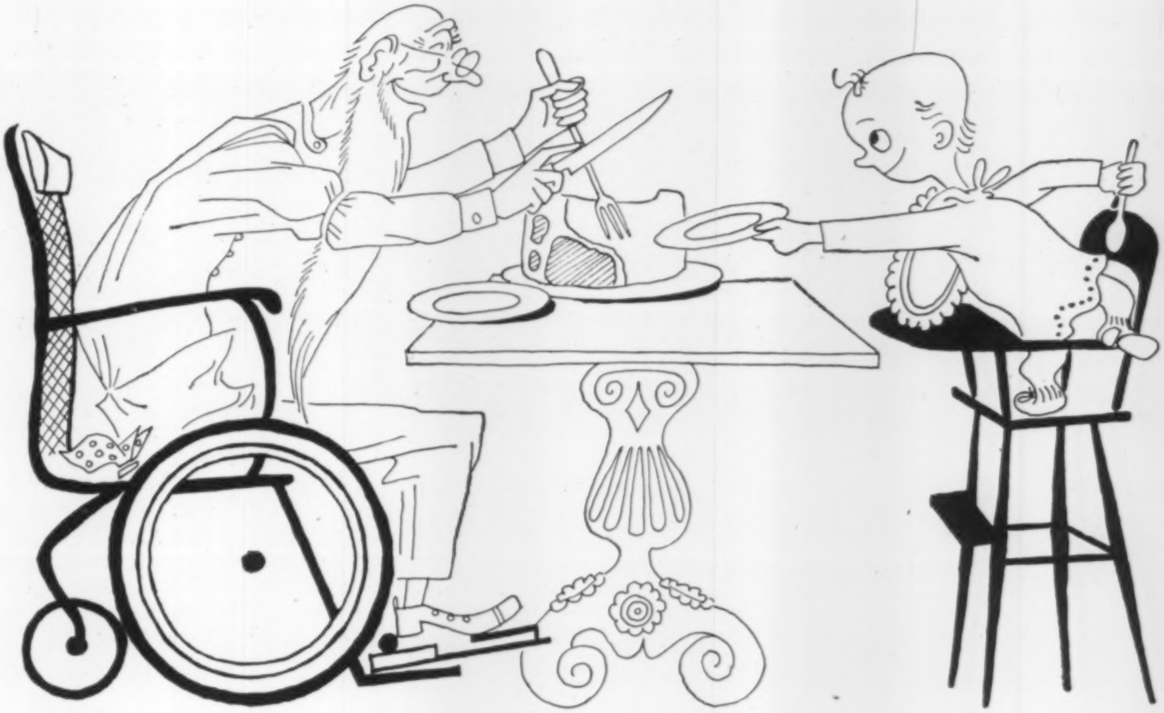
XUM

A side light on the American meat industry

They're no longer too young or too old!



Some time ago, when Grandpa passed middle age, he reluctantly yielded to the doctrine of the day that it was "time to start cutting down on meat."

Nowadays, Gramp's doctor, enlightened by the recent findings about protein, tells him to get a new set of uppers so he can tie into those roasts and chops.

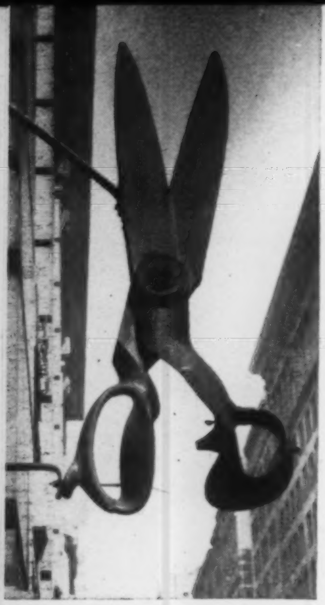
On the other end of the age scale, very young babies are now being given healthy servings of suitably prepared meats along with their strained spinach and other foods. Although meat for babies was once unthought of, it's the accepted thing today. Babies go for it, thrive on it.

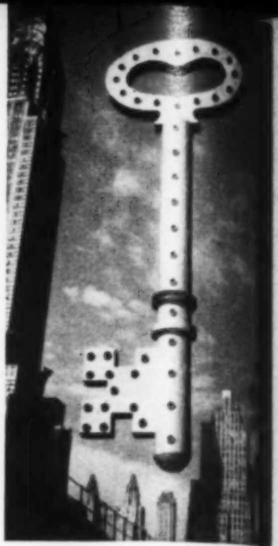
Result—millions of youngsters and millions of oldsters, once excluded from the market for meat by fallacious dietary theories, are now in there pitching with their table tools.

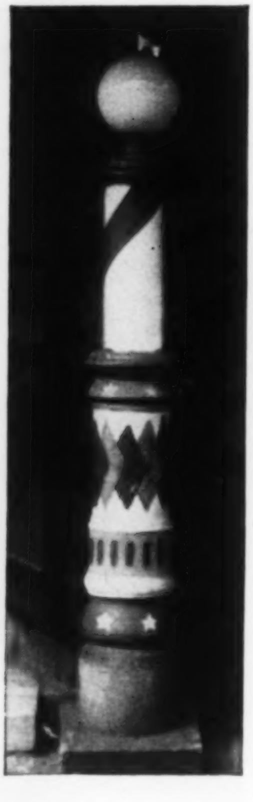
So, when you see the statistics that show meat packing companies to be processing enough meat to allow every person several pounds more than they got back in the nineteen twenties and thirties, please remember this: There are a lot more people these days who are *eating* it instead of standing on the sidelines drooling at it.

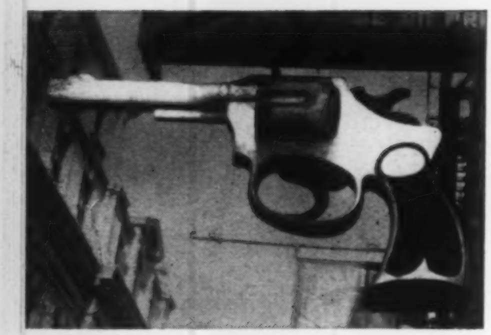
AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.



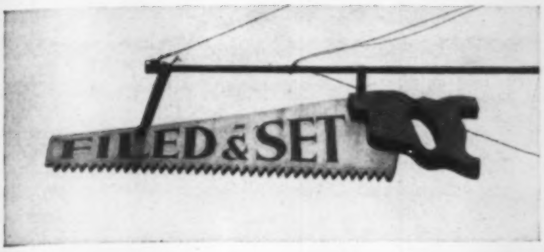


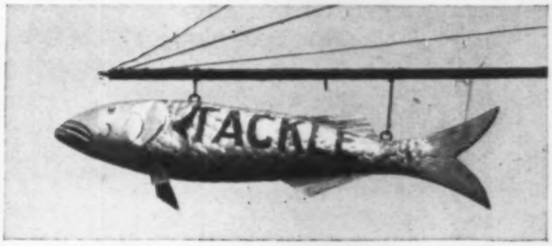




Of all the d
to tell people w
the most effective i

XUM



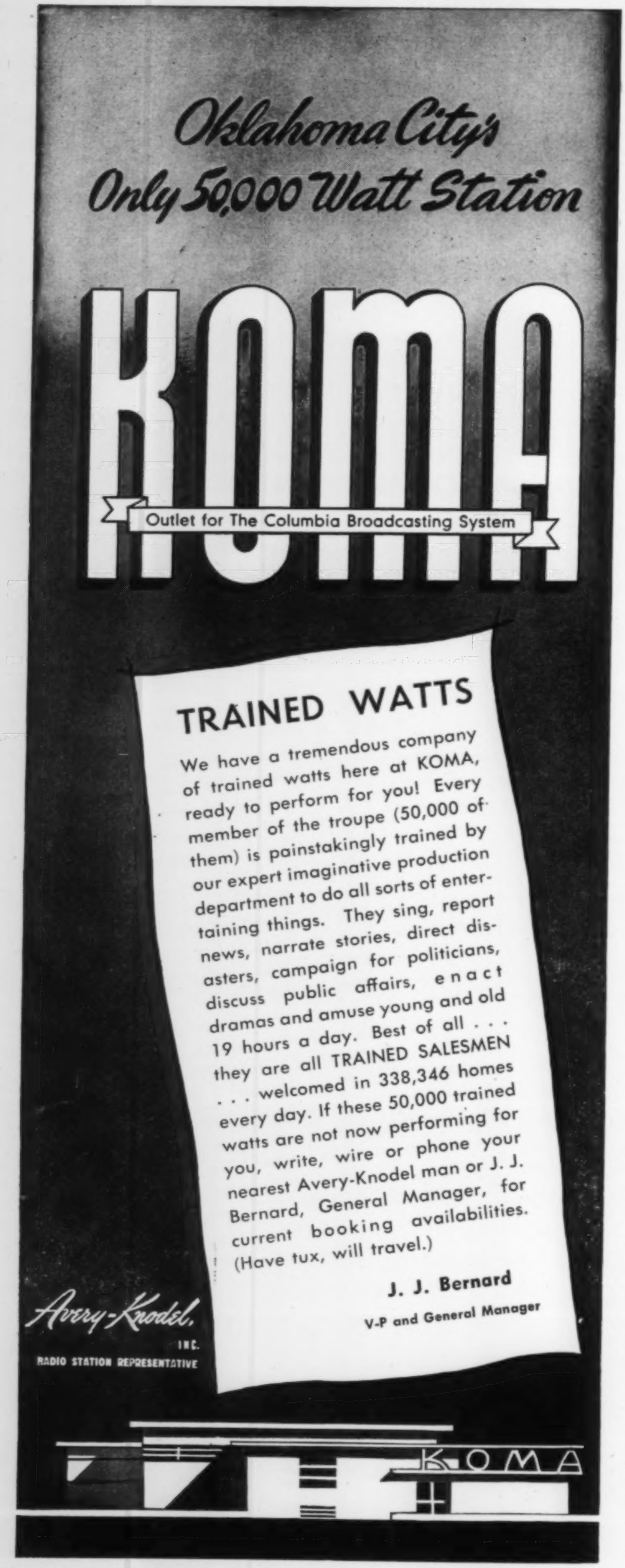


devices men have used

what they have to sell,

is the microphone...

And this one reaches them today
at lower cost than any other advertising medium,
or any other microphone.


Oklahoma City's Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

TRAINED WATTS

We have a tremendous company of trained watts here at KOMA, ready to perform for you! Every member of the troupe (50,000 of them) is painstakingly trained by our expert imaginative production department to do all sorts of entertaining things. They sing, report news, narrate stories, direct disasters, campaign for politicians, discuss public affairs, enact dramas and amuse young and old 19 hours a day. Best of all . . . they are all TRAINED SALESMEN . . . welcomed in 338,346 homes every day. If these 50,000 trained watts are not now performing for you, write, wire or phone your nearest Avery-Knodel man or J. J. Bernard, General Manager, for current booking availabilities. (Have tux, will travel.)

J. J. Bernard
V-P and General Manager

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

KOMA

agency

SIDNEY W. DEAN Jr., former vice president J. Walter Thompson Co to McCann-Erickson, N. Y., as vice president in charg of marketing services, coordinating agency services i research, media, sales promotion and merchandising.

Mr. Dean

ROBERT SELBY Jr., KYA San Francisco sales depart ment, to Harry W. Morris Adv., S. F., as accoun executive.

WALTER S. NORTH, national advertising manage *Oakland Post-Enquirer*, to Maloney, Regan & Schmitt S. F.

WALLACE X. ARON, Beaumont & Hohman, S. F., t Richard N. Meltzer Adv. Inc., S. F.

BRYAN HOUSTON, executive vice president Lennen & Mitchell Inc., N. Y., to manager Sherman & Marquette, N. Y.

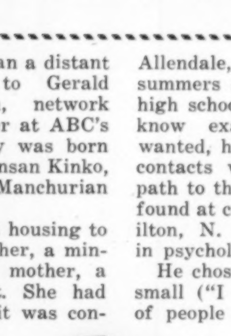
LT. COL. WESLEY E. FARMER, onetime L.A. manager Botsford, Constantine & Gardner, named provost marshal, Heidelberg (Germany) Military Post.

R. L. RANDALL, owner of agency in Whittier, Calif., to Jordan Co., L. A., as account executive.

on all accounts

KOREA is more than a distant fighting area to Gerald Angier Vernon, network television sales manager at ABC's Central Division. Jerry was born there in a mud hut at Unsan Kinko, 100 miles from the Manchurian border.

The hut was the best housing to be had, even by his father, a mining engineer, and his mother, a French concert pianist. She had imported a piano, but it was continually out of tune because of the dampness. His parents, both exhaustive travelers, continued to take advantage of their mutual wanderlust and journeyed from Korea to Switzerland and Mexico via Wyoming.



JERRY

Jerry didn't speak English until he was 10 years old, when the family moved to Newport, R. I. He entered school there for the first time, as he had learned from tutors in Lausanne, Switzerland, and Mexico City. After six months in Newport, the Vernons moved to Allendale, N. J., and a staid insurance job for father. The reason: Heavy personal investments in oil, resulting in his "going the way of all oil investors."

Young Jerry whipped through elementary and high school in Allendale, sunning through the summers as a beach lifeguard. In high school, even though he didn't know exactly what career he wanted, he knew it had to involve contacts with people. A partial path to this basic requirement was found at college—Colgate U., Hamilton, N. Y.,—where he majored in psychology.

He chose Colgate because it was small ("I could get to know a lot of people well"), was in an area which had cold winters ("I still like to ski"), had a good football team and a fine psychology department. As a psych major, Jerry worked as a guinea pig for Dr. Donald A. Laird, author of many articles and books on the effects of food and emotional disturbances on sleep, and was soon writing academic papers on the subject himself.

In his experiments, Jerry was called on to live his regular campus life except for (1) a rigidly controlled diet and (2) sleep in a laboratory bed for observation. He discovered one thing for sure—"I'm a Type B sleeper; that's the kind that hates to get up in the morning."

Before he was graduated in 1937

(Continued on page 73)

beat

WILLIAM BONYUN, Daggett & Ramsdell president 1946 to 1949, who joined Dorrance-Waddell Inc., N. Y., as director of marketing [BROADCASTING, Oct. 30], will continue to serve number of cosmetic and drug concerns for which he has been acting as sales consultant.

DON E. JORDAN, Grant Advertising, N. Y., to Kenyon & Eckhardt, N. Y., in copy department.

DONALD BILLSTONE, Benton & Bowles, N. Y., to McCann-Erickson, N. Y., as account executive. Will be in charge of Wamsutta Mills account and will supervise other accounts in textile field.

LEE EISLER and **JOSEPH SACCO**, Grey Adv. and L. C. Gumbinner, respectively, to Geyer, Newell & Ganger, N. Y., in copy department.

EDGAR SHERICK, recent Harvard graduate, to Dancer-Fitzgerald-Sample, N. Y., as assistant timebuyer on P&G, American Chicle and Campbell soup accounts.

GEORGE H. PATTON, national sales promotion manager Day & Night Corp., L. A., rejoins Roche-Eckhoff & Assoc., L. A., as head of media sales.

GENE W. DENNIS, general manager KWHN Fort Smith, Ark., to R. J Potts-Calkins & Holden Adv., Kansas City, Mo.

PETER LYMAN, radio-TV director and account executive Frederick E. Baker & Assoc., Seattle, named chairman Seattle Advertising and Sales Club's advisory committee on public information for civil defense. Others named to committee are: **ARTHUR E. GERBEL Jr.**, KJR Seattle commercial manager; **A. F. MOITORET**, Seattle manager Braun & Co.; **WALLACE MACKAY Jr.**, Wallace Mackay agency, and **BOB WARREN**, *Seattle Times*.

JAMES T. KELLEY named account executive Griswold-Eshleman Co., Cleveland. Was with Knox Reeves Adv. Inc., Minneapolis.

Mr. Kelley

AXELSEN Adv. Agency Inc., Denver, to membership in Affiliated Advertising Agencies Network. Firm will represent network in Denver market area.

TED SLADE, NBC New York, to Umland & Co., S. F., as account executive.

FRANK TAUBES to radio-TV department Fletcher D. Richards Inc., N. Y.

MARSHALL SMITH, associate farm director KVOO Tulsa, to Gardner Adv. Co., St. Louis. Will handle Ralston-Purina account.

ROBERT P. CLARK, J. N. Hickerson Inc., N. Y., to Robert W. Orr Assoc., N. Y., succeeding **CHAUNCEY C. SEEDORF**, retired, as secretary-treasurer and member of board of directors.

KAY OSTRANDER, Western Adv., L. A., to Dan B. Miner Co., L. A., as timebuyer, replacing **TERRY BRADY**, resigned to join Walter McCreery Inc., Beverly Hills, in similar capacity.

JACK PACKARD, account executive Larry Pendleton &. Assoc., L. A., to Coleman-Jones Adv., L. A., in similar capacity.

TED ROBERTSON, producer MBS *Straight Arrow*, to McCann-Erickson Inc., Hollywood, as assistant to manager, replacing **VIRGINIA HARVEY**, resigned.

KENNETH W. KEAR and **PAUL MARTIN**, with Active Television Film and Dancer-Fitzgerald-Sample, respectively, to Geyer, Newell & Ganger, N. Y., as copy editor on TV film and TV art director, respectively.

ALBERT HAYS BUSCH, advertising manager Craig Movie Supply Co. and Craig Mfg. Co., L. A., to West-Marquis Inc., Seattle, as account executive.

WILLIAM P. WALKLEY, account executive Newsom & Co., Boston public relations firm, opens new agency in Boston.

STANDARD NATIONAL ADV. AGENCY INC., Seattle, moves to 1100 Westlake Ave. North. Telephone: Alder 8515.

RICHARD C. KNOX, Tide Water Associated Oil Co., S. F., to Wank & Wank Adv., S. F., as production manager.

A Natural For Your Next SPOT Campaign

Western New York's number 1 station has a limited number of top availabilities in participations on three tried-and-true programs. They offer sales-wise coverage of

Rochester, N. Y.

which is not just a city, but a WHAM market area of over 1,000,000—top-wage urban dwellers and a highly prosperous farming country of 15 primary counties. Available now for spots on:

Tello-Test

Syndicate telephone quiz that has taken Rochester by storm, as it has every market where it's heard. Twice daily: 1:00 to 1:15 P.M. and 6:30 to 6:45 P.M., Monday through Friday.

Answer Man

The "Ripley" of the air waves, with consistently high and loyal listenership. 12:30 to 12:40 P.M., Monday through Saturday; 6:20 to 6:30 P.M., Monday through Friday.

Cinderella WEEKEND

Women's audience-participation quiz show at Rochester Radio City, with a week-end in New York to the weekly winner and a companion. 1:30 to 2:00 P.M., Monday through Friday. Over 100,000 women have come to see it. Now in its third year on WHAM.

Ask your nearest HOLLINGBERY representative.

WHAM

The Stromberg-Carlson Station

Basic NBC—50,000 watts—clear channel—1180 kc

TAKE A TIP
FROM THE NATIVES...

They Know Where
to Bag the Limit!

You bag your limit in short order when you call your shot on WGST. Atlanta's sharp-shooting businessmen buy more time on WGST than any other Atlanta station. There's many a covey of BUYERS in this neck of the woods and the quickest way to get them in your sights is with WGST.

WGST
ABC IN ATLANTA
5000 WATTS AT 920 K.C.
Studios and Offices
FORSYTH BUILDING • ATLANTA, GEORGIA

REPRESENTED NATIONALLY BY JOHN BLAIR,
IN THE SOUTHEAST BY CHARLES C. COLEMAN

new business

V. LA ROSA & SONS, Brooklyn, renewed for third consecutive ye its half-hour, five-times-weekly show, *Hollywood Theatre of Star* C. P. MacGregor transcribed program on more than 14 station on eastern Seaboard. C, P. MacGregor is show's m.c. Agency: Kies wetter, Wetterau & Baker, N. Y.

BURNHAM & MORRILL Co. (processed baked beans, brown bread, se foods, vegetables and special foods), Portland, Me., appoints BBDO, N. Y Radio-TV will be used.

BUNTE BROS., Chicago, will sponsor one-minute spots in every T market during pre-holiday season. Agency: Schoenfeld, Huber & Green Chicago.

LEVER BROS. Ltd., Toronto (Surf), starts audience participation show *Let's Start An Argument* on number of Canadian stations five times weekly. Agency: J. Walter Thompson Co., Toronto.

CHEMICALS Inc., Oakland (packager Vano products), through Sidney Garfield & Assoc., S. F., launches extensive campaign in Northern California. Radio and TV will be used.

JOHN A. HUSTON Co., Toronto (Dolcin tablets), starts spot announcements on 17 Canadian stations. Agency: Victor van der Linde Co., N. Y.

ESSO STANDARD OIL Co. using special commercials on Red Barber's football telecasts and on *Esso Reporter* newscasts on radio for new anti-stalling gasoline.

KOTCHER OLDSMOBILE Co., Detroit, names Broadcast Productions Inc., same city, to direct advertising and promotion. **Pat Howe**, account executive, to handle buying radio-TV spots.

McALPIN Co., Cincinnati (department store), names Robert Acomb Inc., Cincinnati, to handle production and promotion of new television show *Express to Five*. Show will be filmed in store's tea room on Mon. and shown following Sun. over WKRC-TV Cincinnati.

BILLY GRAHAM Evangelistic Foundation Inc. sponsors *Hour of Decision* with Billy Graham, over ABC Sunday, 2-2:30 p.m., beginning Nov. 5 Agency: Walter F. Bennett & Co., Chicago.

MILES CALIFORNIA Co., L.A. (Alka-Seltzer), renews *Alka-Seltzer Newspaper of the Air* on full Don Lee network twice daily, Sun.-Fri. (10-10:15 a.m. PST; 9-9:15 p.m. PST) effective Jan. 1 for two years. Agency: Wade Adv., L.A.

BEST FOODS Ltd., Hamilton, Ont., starts *Who's Talking* on six Canadian stations five-weekly. Syndicated show of Hal Tate Productions, Chicago, aired on CFRB Toronto, CKWS Kingston, CKOY Ottawa, CHEX Peterborough, CFPL London and CHML Hamilton. Station in Vancouver, B. C., will be added in December. Agency: F. H. Hayhurst, Toronto.

MICHIGAN BULB Co., Grand Rapids, Mich. (Holland bulbs), starts spot announcements on 45 Canadian stations. Agency: O'Neil, Larson & McMahon, Toronto.

GOWNS BY VENERA Inc., N. Y., appoints I. R. Stempel Adv., same city, to direct advertising. Seasonal TV spots planned.

EMEROL Mfg. Co., N. Y., appoints Williams & Saylor Inc., same city, for Marvel lubricating oils and Inverse Oiler for automobiles. TV will be used. **Joseph P. Quin Jr.** is account executive.

INGERSOLL STEEL, division Borg-Warner Corp., Chicago, names Fuller & Smith & Ross, Chicago, to direct national advertising on Koolshade storm shade. Media plans now being made.

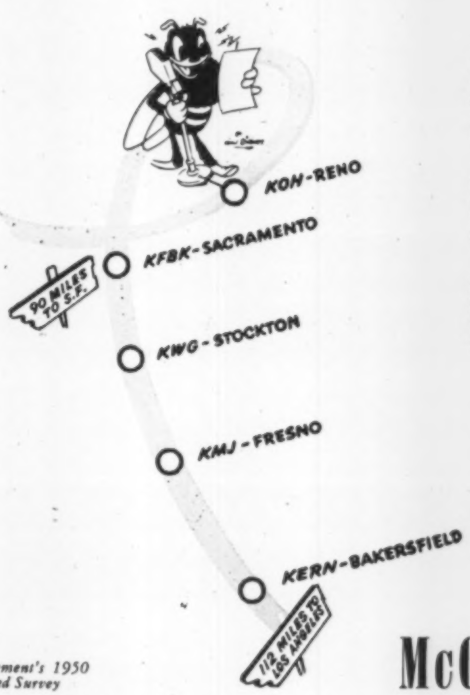
ZIPPO LIGHTERS launches series of 20-second TV film spots in six markets aimed at Christmas gift market. Films made by Pathescope Productions. Is Zippo's first television venture. Agency: Geyer, Newell & Ganger, N. Y.

SYLVANIA ELECTRIC PRODUCTS Inc., Buffalo, (radio and television division) names Roy S. Durstine Inc., N. Y., to direct advertising. Account resigned by Kenyon & Eckhardt [Closed Circuit, Oct. 30]. **Roy S. Durstine** is account executive.

(Continued on page 50)

It's impossible...

...you can't cover California's **Bonanza Beeline** without on-the-spot radio



Covering a market—like fighting a fire—calls for adequate equipment. Especially if it's the big Beeline market—all of *inland* California plus western Nevada—with more people and higher total retail sales than Philadelphia.*

For that job you must have *on-the-spot* stations . . . the five BEELINE stations. Because Beeline people are independent inlanders who naturally prefer their *own* stations to outside stations.

Use all five BEELINE stations to blanket the entire 3-billion-dollar market. Individually, each covers a major Beeline trading area. No line costs or clearance problems. Combination rates.

Here's what you should know about KWG and STOCKTON

Oldest and best-known station in Stockton — the trading center for nation's 4th wealthiest farm county. BMB home-city weekly audience totals 69% daytime, 67% at night. Serves 69,000 radio families in 2-county radius — an area where population has increased 46.9% since 1940!

Sales Management's 1950 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	**KOH**	**KERN**	**KWG**	**KMJ**
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts, day; 1000 watts, night 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

South's Greatest Salesman Leads 'Em Right to Your Dealers

1

HE DRAWS THE CROWDS

WWL leads listeners in by droves to CBS, "The Stars' Address"—attracts 'em with local shows featuring the folks and flavor Southerners love. WWL has New Orleans' finest facilities for local news and events, public service programs, exciting on-the-scene broadcasts.

870
CBS
Wonderful
Wonderful
Listening!

2

HIS DISPLAYS BLAZE THE TRAIL TO PRODUCTS

WWL's dominant promotion keeps selling listeners all the time—through every medium—everywhere. He flags 'em down on the streets, in the home, at the store with colorful 24-sheets, streetcar and bus dash signs, big newspaper ads, store displays. And to spark dealer cooperation, WWL makes personal calls on jobbers and key retailers.

WWL Wins Biggest Share of Audience

Latest Hooper shows WWL with liberal lead in share of audience both day and night. WWL leads in coverage, too, with a great multi-state audience embracing the rich Deep-South market.

TEX.
LA.
MISS.
ALA.
FLA.

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS • CLEAR CHANNEL • CBS AFFILIATE

DEPARTMENT OF LOYOLA UNIVERSITY • REPRESENTED NATIONALLY BY THE KATZ AGENCY

Man about Town

John Connolly gets around Washington. He's a busy man in our busy nation's capital. Each Saturday evening at 6:30 Connolly airs a thirty minute digest of interviews and on-the-spot tape reports for his growing WRC audience. It's known as "District Digest." This program has home town appeal for your product.

The graphic style used by Connolly, his constant leg work to cover the big and little stories—his flair for warm human interest side glances—is all assembled into a weekly magazine of the air.

"DISTRICT DIGEST" is up to the minute—and on the spot. It's big town news in a home town manner.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

WLS CHICAGO'S International Square Dance Festival the night of Oct. 28 in the huge Chicago Stadium broke all past records of the station's promotion department. The idea for a mass square dance with hundreds of dancers from all parts of the country participating was conceived about eight months ago, and an executive planning committee headed by John Drake, WLS promotion director, began serious work on the project six months ago.

The results far exceeded the most optimistic expectations. More than 600 dancers from 15 states and Canada appeared before a crowd of 11,000 in the stadium. Of these, almost 10,000 wer paid admissions. Square dance leaders and callers from 22 states attended a morning institute to discuss "New Dancitis" (a tendency to invent new square dances and calls), the place of the round dance as part of a square dance party, the difference between folk dance groups and square dance groups, and the possibility of a national square dance association.

WLS General Manager Glenn Snyder (l) beams about public response to the station's sponsorship of the first International Square Dance Festival. With him are Walter Roy, recreation director of the Chicago Park District and festival chairman, and James E. Edwards (r), president of Prairie Farmer *and WLS.*

* * *

WLS, in addition to gaining its goal of fostering square dancing as a wholesome and healthful activity which benefits the community

(Continued on page 81)

strictly business

ONE of the most important sales that Bill Weldon, president of Blair-TV Inc., ever made, early in his radio career, was also probably the least profitable for himself.

Back in the middle '30s, when radio was just beginning to come into its own, as a local salesman for WOR New York, Bill sold American Tobacco a test run of the Kay Kyser program on WOR for Pall Mall. An alert Mutual salesman saw the order come through, ran quickly to the agency and had a station in Binghamton added, which converted the deal into a Mutual sale, and Bill lost all the commission. To a nature as competitive as Bill Weldon's, the incident rankled and still does, although he has brought off many a similar coup himself.

Shortly before his defection from radio and complete conversion to television, Bill sold a quarter-million-dollar package on an important regional network, and had the business on the air and running before the competitive networks even knew the account was contemplating an expenditure in the area. This remains one of his favorite recollections.

WILLIAM H. WELDON

William H. Weldon (the meaning of the "H" could not be elicited) has a penchant for starting early with tough deals and carrying them through to success. He was graduated from Lafayette College, Easton, Pa., in the depression year of 1931 and spent several fruitful years learning merchandising by

(Continued on page 50)

Look
On
The
Other
Side

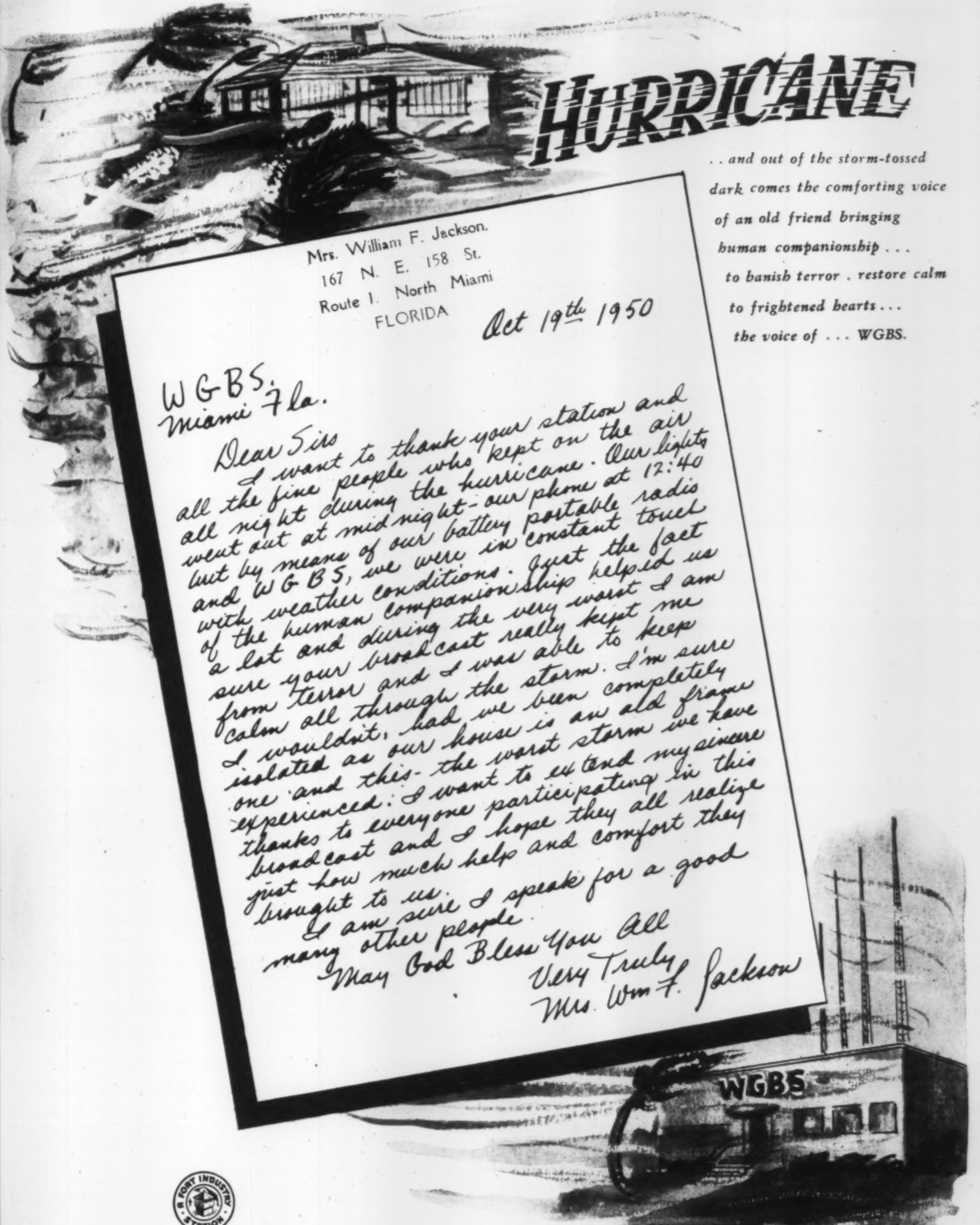
—and you'll discover you *don't have* to *pay the High Dollar* to cover Detroit. On WEXL you hit 99.6% of Motor City listeners—at a low suburban rate. Plus . . .

- √ WEXL reaches over ½ the population of the State of Michigan
- √ WEXL is Michigan's First Independent Station (26 years)
- √ WEXL programs Music - News - Sports *when you want them*

Better "look on the other side" for High-Class Low-Cost Sell . . . on

WEXL
AM-FM

Phone Jordan 4-6523
National Representatives
HIL F. BEST
DETROIT
MICHIGAN



HURRICANE

. . and out of the storm-tossed dark comes the comforting voice of an old friend bringing human companionship . . . to banish terror . restore calm to frightened hearts . . . the voice of . . . WGBS.

Mrs. William F. Jackson,
167 N. E. 158 St.
Route 1. North Miami
FLORIDA

Oct 19th 1950

WGBS.
Miami Fla.

Dear Sirs

I want to thank your station and all the fine people who kept on the air all night during the hurricane. Our lights went out at midnight - our phone at 12:40 but by means of our battery portable radio and WGBS, we were in constant touch with weather conditions. Just the fact of the human companionship helped us a lot and during the very worst I am sure your broadcast really kept me from terror and I was able to keep calm all through the storm. I'm sure I wouldnt, had we been completely isolated as our house is an old frame one and this - the worst storm we have experienced. I want to extend my sincere thanks to everyone participating in this broadcast and I hope they all realize just how much help and comfort they brought to us.

I am sure I speak for a good many other people.

May God Bless You All

Very Truly
Mrs. Wm F. Jackson

A FORT INDUSTRY STATION

Here's the Sensational
LOW-PRICED
WESTERN
That Should Be On Your Station!

PROVED FOR 3 YEARS! . . .

RENEWED FOR 6 YEARS!

"THE CISCO KID"

AMERICA'S
GREATEST SALESMAN!
Pays off with the very
first broadcast!

Most Sensational Success Story
Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over $58,000,000) say: "The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."—Roy L. Nafziger, Pres.

Sensational Promotion Campaign—from buttons to guns—is breaking traffic records!

This **low-priced** ½-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

open mike

Still at Toni

EDITOR, BROADCASTING:

Don't change my subscription to BROADCASTING. I am still at Toni—and intend to stay. Please retract statement in Oct. 30 issue, page 4.

PS—Toni has Godfrey.

Don P. Nathanson
Director of Advertising &
Toni Co.
Chicago, Ill.

[EDITOR'S NOTE: Our apologies for identifying Mr. Nathanson with Tintair in the CLOSED CIRCUIT. While Tintair does have a Mr. Nathanson in its sales department he is not Mr. Don P.]

* * *

Likes 'Help Wanted'

EDITOR, BROADCASTING:

Congratulations on your entire editorial page in current issue and particular thanks for "Help Wanted." Would like very much to have comments and recommendations. . . .

Robert D. Swezey
General Manager
WDSU New Orleans, La.

[EDITOR'S NOTE: Any nominations?]

* * *

Answers Sherlock

EDITOR, BROADCASTING:

The letter of Mr. Lewis Sherlock of Plainview, Tex., in the Oct. 23 . . . OPEN MIKE did not state what connection Mr. Sherlock has with a radio station.

It is very evident that Mr. Sherlock thinks first class licensed engineers are hanging from trees. He should come up here in the Midwest.

Regarding Mr. Sherlock's "baby sitters," we did very well with them during the last war—I was one of the "baby sitters" myself.

William R. Tedrick
General Manager
KNEM Nevada, Mo.

* * *

Example of 'Bungling'

EDITOR, BROADCASTING:

Relative to the editorial, "ANA Post-Mortem" [BROADCASTING, Oct. 23], . . . here is a typical example of bungling by the self-centered top brass supposedly being paid to represent radio. . . .

G. Norman Penwell
Manager
KBMN Bozeman, Mont.

Eyes TV Summary

EDITOR, BROADCASTING:

. . . Send . . .us . . . a subscription form . . . We are particularly interested in your weekly television summary of the number of television receivers in each of the 62 televising cities. . . .

George J. Dorman
U. S. Steel Corp. of Delaware
Pittsburgh

* * *

Need More News

EDITOR, BROADCASTING:

Let me make a plea for more news in radio stations. . . .

Station WRUN Utica, N. Y., has an organized and active news department. . . .

WRUN is newspaper owned, with the *Rome Daily Sentinel* as parent, but it has its own news department. . . . While the newspaper was on the scene [of a recent local train wreck] with photographers and reporters, WRUN joined them in the early hours, 3 a.m., with a tape recorder, complete with crew.

The station went on the air with the news, . . . its programming included not only the story. . . but also tape-recorded interviews with eight of the passengers and rescuers. . . .

. . . Another, more tragic example . . . was the crack-up of a Robinson Airlines plane just after take-off from the Oneida County Airport in Upstate New York.

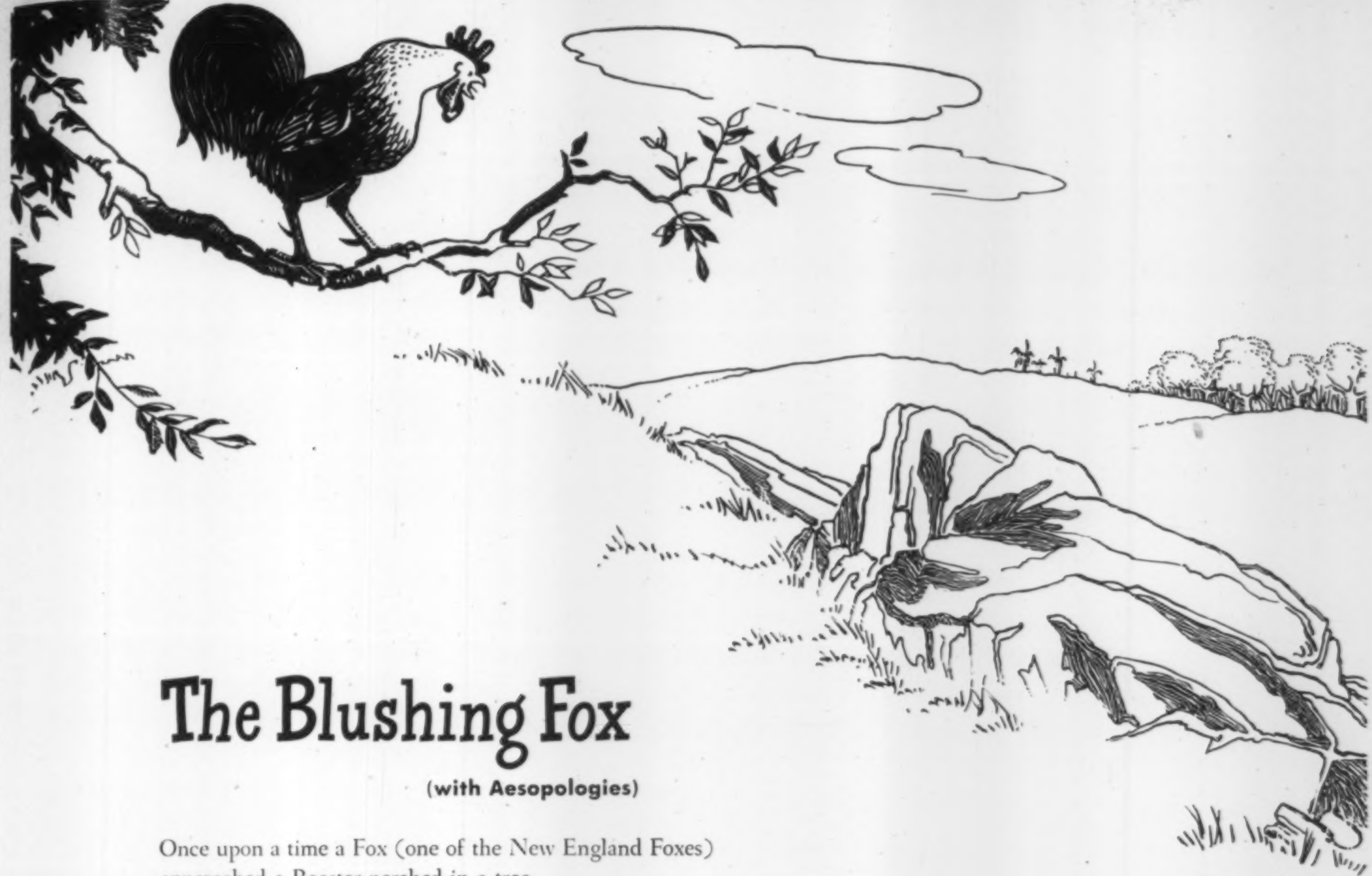
The WRUN tape-recorder, manned by Announcer Ralph Allinger and Engineer Charles Fuchs, was on the scene before the crowds of curious had choked the highways. . . . Program Manager Nick Stemmler latched onto airline officials at the airport and had the passenger list before any of the opposition. . . .

In short, if radio is to take news seriously, and to ignore local and regional news is to cut off a portion of radio's life blood, the ideal goal is a news department for every radio station. . . .

Kenn Thorpe
News Editor
WRUN Utica, N. Y.

OUR SINCERE THANKS

to the many, many subscribers who took time out to congratulate us on the beginning of our 20th year. Space limitations preclude the publication of all these thoughtful letters, so abundant in their praise. We take this means of thanking those who sent messages to us, and of expressing appreciation to all of our subscribers for making these past two decades so exciting, and successful.



The Blushing Fox

(with Aesopologies)

Once upon a time a Fox (one of the New England Foxes) approached a Rooster perched in a tree.

"Come on down," said the Fox.
"There has been a proclamation of peace and harmony among all Birds and Beasts. Let's talk it over."

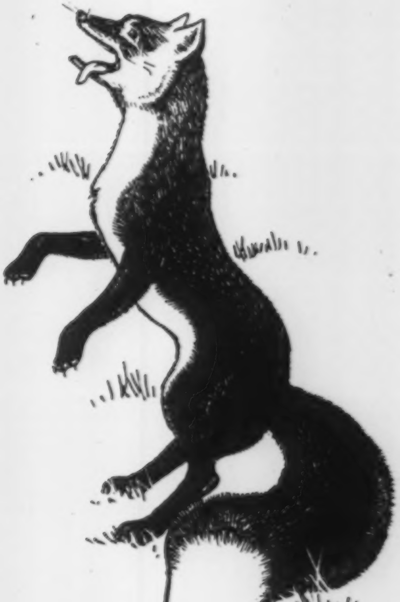
But the Rooster, a skeptic from comb to spur, demurred.
"Let's wait," he clucked, "until we're joined by that pack of Hounds I see on the horizon."

"Hounds!" hissed the Fox. "Zounds, but I just remembered a previous appointment. I must leave."

"But," replied the Rooster, "surely you're not afraid of Dogs in these new days of peace and harmony.

"No, no," said the Fox, "but it's ten to one they haven't heard of the proclamation yet."

"You should have spread the word,"
chortled the Rooster, "on WBZ." And the Fox blushed at his ineptness in forgetting that on WBZ he could have reached practically every creature in New England, including 7,736,700 Human Beings who will have spent $9,711,367,000 in 1950.



WBZ

BOSTON
NBC AFFILIATE
50,000 Watts

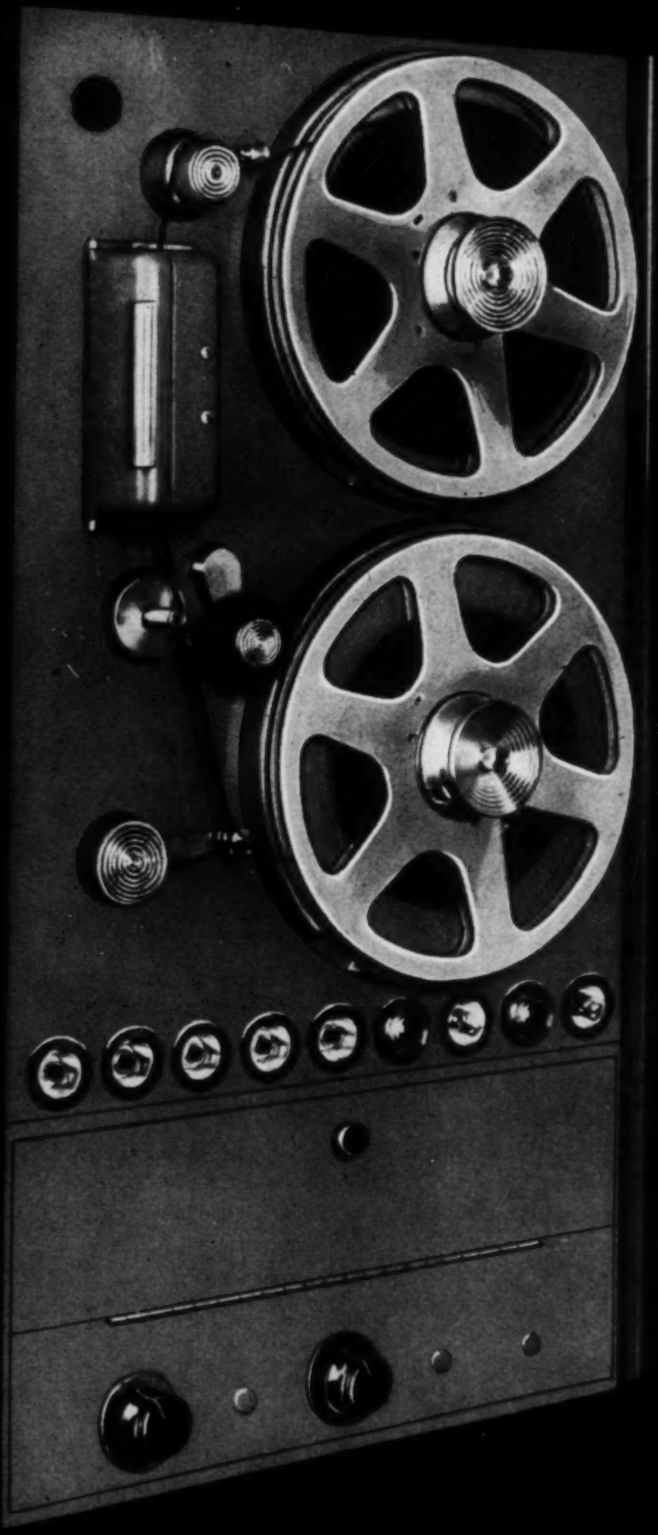
WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

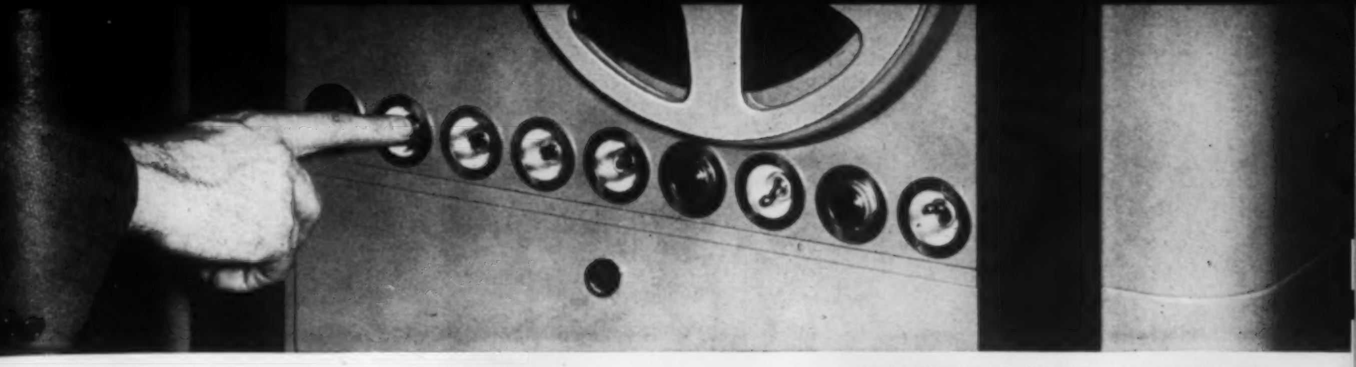
RCA TAPE RECORDER *Type RT-11A*

50 to 15,000 c.p.s. (±2 db) at 15 in/sec
50 to 7,500 c.p.s. (±2 db) at 7½ in/sec

COMPLETE—with motor board, plug-in type recording amplifier, plug-in playback amplifier, two standard NAB reels, power supply and panel and shelf.

- **Split-second start and stop**
- **Push-button operation**
- **Extremely accurate timing—with synchronous capstan**
- **Smooth tape runs—via sapphire guides**
- **Automatic tape lift for fast "forwards" and rewinds**
- **Microswitch "tape-break" control—no tape spills, snarls**
- **Remote control of all operations**
- **Rack or console mounting**
- **Plug-in amplifiers**
- **Interlock system for vital controls**
- **3 heads—Erase—Record—Playback**





PUSH-BUTTON CONTROL puts tape recording facilities at your fingertips.

NEW—

High-Fidelity Tape Recorder —the finest money can buy!

Remote Control Unit, MI-11948. Available extra.

This is the world's foremost professional tape recorder, the one recorder that has *everything*—accurate timing, low wow and flutter, plus quick starting. All operations are push-button controlled. All functions—including cueing—can be extended to remote positions.

Designed for applications where operating TIME and RELIABILITY are prime factors, the new Type RT-11A Recorder offers a number of exclusive features. For example, you can start or stop the tape in 0.1 second. You can jockey the tape back and forth for cueing without stopping. You can rewind a standard 10½-inch reel in one minute!

A synchronous capstan makes it practical to hold recording time to ±2½ seconds in a 30-minute run. And with synchronizing equipment . . . for which provision is made . . . *timing can be held to 0.3 second on any length program!*

Many more important features, too.

Self-centering "snap-on" hub adaptors assure perfect reel alignment with either RMA or NAB reels. A complete system of control interlocking virtually eliminates the possibility of accidentally erasing a program—makes it impossible to snarl or "spill" the tape. "Microswitch" control stops the machine if the tape is severed—applies reel brakes instantaneously. The tape automatically lifts *free and clear* of heads during fast forward runs or rewinds. Tape alignment over the heads is held precisely by a floating casting. Starting wow is reduced to the vanishing point.

BY ALL MEANS, *call your RCA Broadcast Sales Engineer for complete details. Or mail the coupon.*

AUDIO BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

RCA Engineering Products,
Department 19KA,
Camden, New Jersey

Send me more information (including price and delivery) on your new De Luxe Tape Recorder, Type RT-11A.

NAME________________________________

ADDRESS_____________________________

STATION OR FIRM_______________________

CITY______________________STATE________

FIVE MEN with a SINGLE thought

SELLING—and selling better and more station business than anyone else in the rep field—is the single thought of these *five owner-salesmen* who head up the *new,* expanded H-R Representatives, Inc. All are successful radio-TV sales experts of nationwide reputation, backed by a competent sales staff operating from completely equipped offices in all major time-buying centers.

Combined, they make H-R Representatives, Inc., the most aggressive station representative group ever assembled. Throughout the field of advertising agencies and advertisers, the names of Frank Headley, Dwight Reed and Paul Weeks have been known and respected for many years. Now, teaming up with them, are the equally well-known names of Frank Pellegrin and Carlin French, also long-standing radio-TV veterans.

The new H-R Representatives, Inc., is unique. Every one of its owners is a *working* salesman . . . anxious to get out and visit, talk with—*and sell* the prospects of stations his firm represents. The result is the most powerful combination of executive sales talent geared together today in a single station representation group.

If you'd like to be represented by an organization that believes *in sending out a man to do a man's work*—then you are cordially invited to contact our nearest office.

H-R REPRESENTATIVES, INC.

RADIO, TELEVISION AND TRANSIT RADIO

NEW YORK • Chrysler Building • MUrray Hill 3-9324
CHICAGO • 35 East Wacker Drive • RAndolph 6-0113
SAN FRANCISCO • 814 California St. • EXbrook 2-3407
LOS ANGELES • (to be announced)
ATLANTA • (to be announced)

BROADCASTING
TELECASTING

Vol. 39, No. 19 WASHINGTON, D. C., NOVEMBER 6, 1950 $7.00 A YEAR—25c A COPY

ROAD AHEAD FOR SPONSORS?

TV Tops at AAAA Meet

CENTER of attention at last week's AAAA Eastern annual conference sessions as well as during this moment of relaxation was J. Davis Danforth (l), BBDO executive vice president and conference chairman, seen here with (l to r) Myron P. Kirk, vice president, Kudner Agency, chairman of the radio and TV production session; Mark Woods, ABC vice chairman, and Frederic R. Gamble, AAAA president.

* * *

TELEVISION was the top headliner at the eastern annual conference of the American Assn. of Advertising Agencies, held Tuesday and Wednesday at New York's Roosevelt Hotel. J. Davis Danforth, executive vice president of BBDO, was chairman of the two-day conference, built around the general theme of what lies ahead for advertising and for advertising people in this emergency period.

Just as television has invaded and pervaded the 1950 advertising scene, so this dynamic new medium stole the spotlight not only at the radio and TV production session on Tuesday afternoon and the timebuying session the following morning but at most of the other sessions as well. Fletcher D. Richards of Fletcher D. Richards Inc., chairman of the closed management session, reported that even this meeting of top agency management devoted most of its time to a discussion of TV costs, reaching general agreement that unless some way is found to reduce the extra costs involved in video advertising, the agencies will have to ask for extra fees from their clients using this medium. And at the final conference session fully half of the questions submitted dealt with some phase of television.

Radio Not Forgotten

While overshadowed by its glamorous new relative, radio was far from forgotten at the conference and ABC Vice Chairman Mark Woods received enthusiastic approval from the agency group when he said: "I am firmly convinced that radio has a place—and an important one—in the world of tomorrow, despite the reiterated announcements of its demise at the hands of television."

This view also was expressed by the panel on timebuying, whose chairman, Linnea Nelson, J. Walter Thompson Co., stated that "radio is here to stay as long as it pays off for the advertisers." Frank Silvernail, BBDO, added: "No new medium, however powerful, has ever put any other advertising medium out of business." The other panel members and the audience indicated complete approval.

A plea for standardization of chain breaks was made by R. H. Crooker Jr., Campbell-Ewald Co., who noted that some stations allow 15 seconds for them, some 20 seconds and some 25 seconds, trebling the job of producing chain break announcements for a national campaign. He also asked broadcasters to adopt a standard discount system, including the 2% cash discount, but quickly added that standardization for ease in handling radio advertising should not be carried to the point where flexibility would be lost. Miss Nelson said timebuyers should constantly press their demands for standardization of radio practices, reporting that years of agency pressure had reduced the number of different station rate cards from about 20 to only five today and noting that television has started with only five different types of cards.

Asked how timebuyers can improve their positions not only with the industry as a whole but within their own agencies, George C. Castleman, of Bermingham, Castleman & Pierce, replied that the timebuyer's chief concern should not be with rates and time schedules but with making the most effective use of radio in selling the products of his agency's clients. George Kern, Benton & Bowles,

(Continued on page 32)

BASEBALL OUTLOOK

Leagues Hit Radio-TV

APPARENT drop in 1950 baseball receipts may become the 1951 summer specter for broadcasters, who received an estimated record outlay of $20 million-plus from sponsors last season.

Reports from the baseball world show a revival of anti-television sentiment in the major leagues and resounding radio antagonism in the minors.

Top developments are the following:

- Lead in the minor leagues by the National Assn. to pare the number of major league broadcasts where they enter areas in which minor league clubs operate.
- Rebuttal by Gordon McLendon, president of Liberty Broadcasting System, cited by the association as a contributor to declining attendance.
- Decision by the Boston Braves, National League club, to cut telecasts of night home games next season from 39 to 14, asserting TV has hurt the club's box office at night when weather is adverse.

Two top executives of the National Assn. are carrying the fight against nationwide major league broadcasting—President George M. Trautman and Bob Finch, director of public relations. Mr. Finch claims, as a result of his survey made of minor league club owners, that such broadcasts were to blame for an estimated 8 million drop in minor league attendance in the 1950 season.

Cites LBS and MBS

Specifically named by Mr. Finch were LBS (for its widespread recreated major league broadcasts) and Mutual (for extensive coverage throughout the country of major league play).

Last Wednesday, Mr. Trautman carried this message to baseball's inner high council, meeting behind closed doors at the Cincinnati office of A. B. Chandler, baseball commissioner. Mr. Trautman complained of the major league broadcast problem to the major-minor leagues' Executive Council. He added that as yet, it couldn't be determined just how much of the attendance slump could be attributed to television. Mr. Finch significantly left TV out of his blast.

The council, after hearing the assertions, failed to come to any conclusion, tabling further action. When the subject will come up again is moot. However, a joint meeting of the 16 major league club officials is set for Nov. 16 in Cincinnati. At that time, the clubs probably will also confer on disposition of the $800,000 received for this fall's World Series TV rights.

Members of the council, which

(Continued on page 36)

CASSIDY NAMED

To Succeed Bill Brooks

HENRY C. CASSIDY, NBC director of European news, was appointed last week to succeed William F. Brooks as director of the network's radio news and special events department.

Mr. Cassidy

Mr. Brooks was recently elevated to the post of vice president in charge of public relations. News chiefs of radio and television will report to him.

Mr. Cassidy became director of European news in March 1946. He joined the network as a staff correspondent in August 1945.

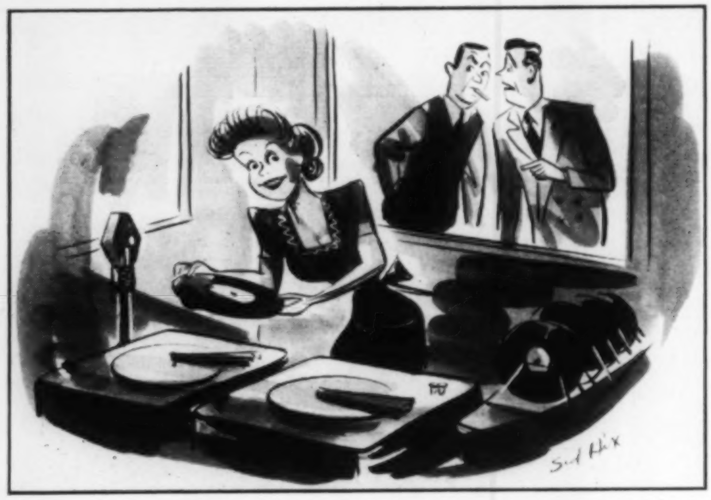
He had been a stringer for the network out of Moscow, where he was an Associated Press staffer, before joining NBC as a full time correspondent.

Mr. Cassidy is a graduate of Harvard. He worked for the *Boston Traveler* from 1931 to 1933 and then joined AP in Boston. He subsequently served AP in New Haven, New York, Paris and Moscow.

In 1942, as an AM correspondent, he achieved two news beats by obtaining written interviews with Josef Stalin, the first just before the Normandy invasion and the second just after it.

FAB Meet Dec. 1-2

KEYED to a "better understanding between the press and radio," the mid-year meeting of the Florida Assn. of Broadcasters Dec. 1-2 will center on the theme of "Press and Radio," according to Garland Powell, president of FAB and director of WRUF Gainesville, Fla. Meeting will be held at the Mayflower Hotel, Jacksonville, Fla.



Drawn for BROADCASTING by Sid Hix

"I've just found out why she gives so many people wrong numbers . . . She used to be a telephone operator!"

LOTTERY LAW

Wisconsin League To Seek Revision

LEAGUE of Wisconsin Radio Stations will meet this afternoon (Monday) in the state capital, Madison, to discuss the giveaway opinion recently given by the Attorney General's office [BROADCASTING, Oct. 30, 23] and to take some kind of positive action. Meeting, called by President Ben Laird, manager of WDUZ Green Bay, follows an emergency session held in Madison Oct. 28.

At that time, seven board members and more than 40 league members from 22 stations discussed the effect of the giveaway opinion by Attorney General Thomas Fairchild and his assistant, William Platz, and speculated as to the possible future application of the opinion.

Because it was charged that radio giveaways are in violation of Wisconsin's tight anti-lottery laws, station men agreed that legal action will be required for modification of the lottery law provisions. Inasmuch as the law is a section of the State's criminal code, revision could come only with passage of a state constitutional amendment.

Stations are believed to be planning some kind of definite action, and will meet today with Don Petty, general counsel of NAB. It was tentatively planned late last week that the group would also see Mr. Fairchild and Mr. Platz.

Although stations are reportedly "unhappy" about the opinion, they are going along with the Attorney General's definition of a lottery until the law is clarified. WDUZ, for example, voluntarily removed *Stop The Music* (one of the shows questioned originally) on Oct. 29. The show will remain off the air until its status is clear, Mr. Laird said.

Because the criminal code is involved, a station could be cited for a breach and management liable to imprisonment and fine, one attorney explained. Any infringement of the code might also bring repercussions from FCC when it came time for a station's license renewal, one station man said.

ADMIRAL SWITCH

Names Erwin, Wasey Agen

ADMIRAL Corp., Chicago, whi has been considering a transfer the radio and television portion its account from Kudner Agenc New York, for some time, last we named Erwin, Wasey & Co., al New York, to handle that busines Advertising Manager Seymou Mintz said the transfer will not effective "for several weeks," unt the new agency has its plans mad and ready for execution.

Admiral spends an estimated $1 million yearly on radio and TV advertising. It is currently sponsoring *Lights Out* on NBC-TV and *Stop The Music* on ABC-TV. One of the main reasons for the Kudner cancellation is believed to be Admiral executives' dissatisfaction with *Lights Out* commercials.

KASH NAMED

Becomes R & S Media Head

EDWARD E. KASH, formerly with KDYL-TV Salt Lake City, has been appointed radio and television director of Rogers & Smith, advertising agency with offices in Chicago, Dallas and Kansas City. Mr. Kash headquarters in Dallas, although he is handling accounts on a consulting basis for the three offices.

Mr. Kash

First account already signed and slated to begin today is the Sanger Bros. (Dallas department store) venture in a shop by television show. Sanger's entire TV budget is slated to be handled by Rogers & Smith, according to Mr. Kash.

NORAN E. KERSTA

Joins Roosevelt & Jones

NORAN E. KERSTA, who recently resigned as vice president in charge of radio and TV for the William Weintraub Advertising Agency, New York, has been appointed consultant on sales for Roosevelt & Jones Inc., New York.

Mr. Kersta

Mr. Kersta, who is a former director of the NBC television department, will handle syndication of the Eleanor Roosevelt program, now on WNBC New York five days a week. He also will direct sales activities on other Roosevelt & Jones Inc. properties.

ONE of radio's greater spot campaigns for a single market goes down in history as details are set for the Indianapolis Ford dealers' "Operation Saturation." Contract calls for 800 spot announcements on the five Indianapolis radio outlets over a 10-day period, beginning Nov. 15, to introduce the new 1951 Ford. Standing (l to r), Broadcasters Gene Vaughn, WFBM-TV; Berry Smith and Dan Park, WIRE; George Higgins, WISH; Kenneth Church, WIBC; Robert Enoch, WXLW. Seated, Ford Dealers George Ferguson, Indianapolis District; Walter Hiser, Walter Hiser Inc.; J. L. Richardson, Hatfield Motors Inc.; Virgil E. LaMarre, Indianapolis District; George Hoster, George Hoster Inc.; C. T. Foxworthy, C. T. Foxworthy Co.; Homer L. Archer, Harry A. Sharp Co.; J. M. Puzder, Central Region, Detroit; H. O. Talbert, Downtown Ford Sales Inc. Dealers also bought a Thanksgiving TV show.

MRS. HAROLD KRELSTEIN, WMPS Memphis, is the center of attraction in this group at the NAB District 6 meet in New Orleans. In front row (l to r) are: Mr. Krelstein; Howard Summerville, WWL New Orleans; Mrs. Krelstein, Harold Wheelahan, WSMB New Orleans and Dist. 6 director; Aubrey Williams, Fitzgerald Agency, New Orleans. Back row, Harvard (Red) Mason, AP, Montgomery; Robert Dumm, KNOE Monroe; James Wade, Free & Peters, Atlanta; Paul Goldman, KSYL Alexandria; Cliff Marshall, UP, Atlanta.

ALL NAB District 6 states are represented in this group in New Orleans (l to r): Front row, Jack Hardesty, NAB; Frank Conwell, KCIL Houma, La.; Sam Townsend, KFFA Helena, Ark.; Hugh Jones, WGCM Gulfport, Miss.; Hoyt Wooten, WREC Memphis; L. M. Sepaugh, WSLI Jackson. Back row, Bill Stubblefield, Capitol Records, Atlanta; Wiley Harris, WJDX Jackson; Don Pettey, NAB; Jack Wolever, KTHS Hot Springs; George Swearingen, Weed & Co. Atlanta (Other District 6 photo, page 76).

FIGHT ANTI-RADIO BILLS

Dist. 4 Urges at Williamsburg

FRONTAL attack on pending federal legislation discriminating against broadcasters was demanded by NAB District 4 at its Thursday-Friday meeting, held at Williamsburg, Va.

Faced with proposals to levy a franchise tax on stations along with discriminatory excess profits taxes, District 4 members were told that NAB is laying plans to expand its government relations activity.

The perennial franchise tax idea has been stirred up once more and NAB officials indicated they will take steps to meet this legislation.

With excess profits taxes pending in Congress, NAB will act to prevent hardship because of the industry's special post-war situation. Proposed excess tax legislation, it was pointed out, would be based on post-war experience. During this period broadcasters have faced unusually heavy expenditures because of AM plant expansion as well as FM and TV. Furthermore, AM stations that have taken the air since the war would suffer similar hardships.

Over 125 Attend

The District 4 sessions were opened Thursday morning by Harold Essex, WSJS Winston-Salem, N. C., NAB District 4 director. Attendance exceeded 125.

NAB's plan to enlarge its legislative activity was divulged by William B. Ryan, NAB general manager, at the Thursday afternoon session where he made his first district meeting appearance since assuming office last spring. Mr. Ryan added that NAB is keeping down many of its departmental activities to hold the line on membership dues but at the same time is expanding such major services as Broadcast Advertising Bureau. Special fees will be charged for such services, he added, "and you can take or leave special things like BAB."

A proposed resolution involving apportionment of the membership dollar aroused considerable talk. The proposed separation of TV operations in NAB was submitted by Gilbert M. Hutchison, WBIG Greensboro, N. C., who felt AM stations should not be required to pay for activities designed to assist TV stations.

Tribute to Lucy

Tribute was paid by E. S. Whitlock, WRNL Richmond, Va., to his colleague, C. T. Lucy, general manager of WRVA Richmond, on WRVA's 25th anniversary. The convention joined in paying respect to Mr. Lucy who put WRVA on the air Nov. 2, 1925. He has been with Larus & Bros., station owner, 38 years.

The convention also paid respects to John W. New, WTAR Norfolk, who is in Norfolk General Hospital taking treatment for a heart ailment.

Director Essex named a Resolutions Committee consisting of Jim Moore, WSLS Roanoke, Va., chairman; Earl J. Gluck, WSOC Charlotte, N. C.; John Schultz, WMVA Martinsville, Va.; Joe Martin, WDSC Dillon, S. C., and Mr. Lucy.

Campbell Arnoux, WTAR Norfolk, retired District 4 director, introduced NAB President Miller who outlined the association's role in the national emergency. Judge Miller recalled NAB's aggressive approach to the defense problem last summer, when the White House leaders accepted its offer of cooperation. He described defense activities following the board's August action in approving the program.

Membership has definitely started upward, Robert K. Richards, NAB public affairs director, declared in presenting the slide-film depicting association services.

He reviewed activities of each department, relating them to the actual savings they bring in station operation and the practical assistance they give management. In addition, he outlined the less publicized services such as government contacts and legislative activities.

BMI alone, Mr. Richards said, has saved stations more than enough money to operate the association for 75 years. He told stations NAB was influential in restoring the right to editorialize and reminded them it is their duty to help interpret events of the day for their listeners.

Robert Burton, BMI vice president, in discussing the copyright group's work, said that just before he took the platform he learned that an important group of ASCAP members in Canada had broken off and were demanding separate fees. It's good to have an industry-operated group for just such emergencies, he suggested.

Defense Effect

Richard P. Doherty, NAB employe-employer relations director, said the flow of cash from defense orders will start soon and continue upward into the middle of 1951. Real effect of rearmament has not yet been felt, he said, but added that business in general is good in the United States. He urged stations to take a long-range look at cost control and constantly analyze budgets rather than merely clip expenses occasionally.

Ways of increasing the income of FM stations were taken up at a Thursday afternoon FM clinic con-

(Continued on page 38)

ELECTION FEVER

Mounts on Radio, TV

THE EYES of radio officialdom will be focused on election returns tomorrow (Tuesday) with keen interest as several broadcast-conscious legislators seek to retain their seats on Capitol Hill.

And Congressional incumbents and aspirants were expected to take to the radio-TV airlanes today in 11th-hour attempts to sway the voting populace.

The cause of Democratic and GOP politicians was aided on the national level last Saturday evening by frankly partisan appeals scheduled by President Truman and Harold Stassen, respectively. Mr. Truman was scheduled to address an estimated AM-TV audience of 66½ million, including 5½ million televiewers.

Earlier, William Boyle Jr., chairman of the Democratic National Committee, and various cabinet and Senatorial members threw their radio-active support behind administration lines, while their less fortunate GOP brethren were scrapping the financial barrel at city levels to raise radio-TV funds [BROADCASTING, Oct. 30, 23].

Key senatorial contests involving broadcast-minded legislators are those touching on the political fates of Sen. Charles Tobey (R-N. H.), acid-tongued critic of FCC and anti-monopoly crusader; Sen. Homer Capehart (R-Ind.), former owner of a radio manufacturing firm bearing his name and now active in a commercial phonograph-producing firm, and Sen. Warren Magnuson (D-Wash.). All are members of the Senate Interstate & Foreign Commerce Committee.

Doubtless all eyes will be focused on the Ohio race where Sen. Robert

(Continued on page 30)

IN REVIEW . . .

PROGRAM FACTS

Elmer Davis: Sponsor—cooperative
Stations—about 200 ABC stations
Fulton Lewis jr.: Sponsor—cooperative
Stations—about 365 MBS
Gabriel Heatter: Sponsor (Wed.): Bell-Tone Hearing Aid Co.
Agency: Olian Adv. Co., Chicago
Stations: 144 MBS stations
Lowell Thomas: Sponsor—Procter & Gamble.
Agency: Compton Adv. Agency
Stations: 83 CBS stations
Edward R. Murrow: Sponsors (and agencies)—American Oil (Joseph Katz Co.)
Hamm Brewing Co. (Campbell-Mithun Inc.), Pan-Am Southern Corp. (Fitzgerald Adv. Agency), Procter & Gamble (Benton & Bowles), Peter Paul Inc.; and Planters Nut & Chocolate Co. (Raymond R. Morgan).
Stations: 160 CBS Stations

WITH A couple of deviations, leading news commentators last Wednesday treated the shooting at Blair House as a straight news story, without attempting cosmic interpretations.

Three of five commentators heard for this review that evening—Lowell Thomas, Elmer Davis and Gabriel Heatter—based their reports on wire service stories which, by the time the commentators went on the air, had the main facts of the shooting in hand.

Fulton Lewis jr. augmented the wire news with an interview of a witness to the affair. Edward R. Murrow turned over part of his program to Charles Collingwood, CBS Washington correspondent, who personally covered the shooting and whose report was easily the most complete and best organized of the lot.

Among all the reports on the five programs only Mr. Collingwood's included the homey but interesting information that the President had been napping in his underwear.

Messrs. Heatter and Lewis supplemented their descriptions of the shooting with allusions to other presidential attacks and assassinations. A minor discrepancy arose between these two historians, Mr. Lewis saying that Theodore Roosevelt's life was saved when an assailant's bullet was deflected by his eyeglasses and Mr. Heatter reporting that the bullet struck a speech manuscript in Mr. Roosevelt's pocket. History was on neither Mr. Lewis' nor Mr. Heatter's side. The fact is that the bullet struck a speech manuscript and an eyeglass case in the onetime President's pocket.

Mr. Heatter's High Praises

Mr. Heatter, of all the commentators, strayed farthest from the main story. The fact that the President continued with his schedule after one attacker was in the morgue and the other under guard in a hospital struck Mr. Heatter as an act of incomparable bravery. While lauding Mr. Truman's courage, Mr. Heatter also pointed out that Mr. Truman was a man who loved his mother, a devotion which, although commendable, seemed somewhat remote from the Puerto Ricans on the Blair House steps.

None of the commentators occupied his entire air time with the attempted assassination. Mr. Thomas also mentioned the UN's re-election of Trygve Lie, the Korean military developments, the Pope's pronouncement of the dogma of the Virgin Mary's Assumption, and the Chinese Reds' attack on Tibet. Mr. Thomas dealt in greater detail on the latter story than did other commentators last Wednesday, owing to the fact that he is the only one among them to have traveled in that country, as he has made clear on numerous occasions.

Mr. Thomas also used an item that escaped the attention of his colleagues, a plea by Herbert Hoover for world disarmament.

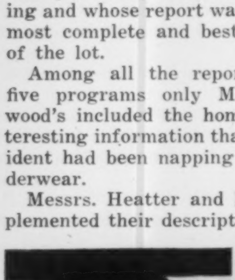
Mr. Davis, among other things, reported that the GOP had appointed Harold Stassen to answer the President's political address on radio scheduled for last Saturday. "It can be hoped," said Mr. Davis in his dry way, "that these speeches will raise the intellectual level of a campaign that has been the dirtiest I can remember."

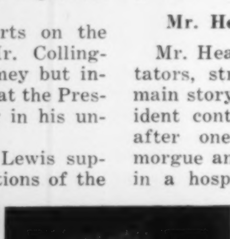
Things looked pretty black to Mr. Heatter Wednesday night. He reported that Chinese Communists had entered the Korean war, without specifying how many, and said, in his most ominous way: "Here's the latest, just in. It's grim news."

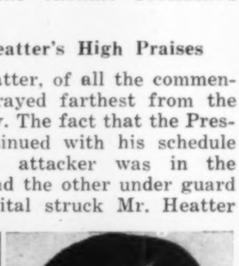
Growing more depressed by the moment, Mr. Heatter added that it "may become a new war."

"The latest indications are,

(Continued on page 36)


Mr. Collingwood


Mr. Lewis


Mr. Murrow

Mr. Heatter

Mr. Davis

Mr. Thomas

PROGRAM FACTS

Jimmy Durante Show, on NBC-TV (23 interconnected and 24 non-interconnected)
Sponsor: Motorola
Agency: Ruthrauff & Ryan; Account Executive: Dave Mahoney
Prod. Cost: Approx. $50,000
Cast: Jimmy Durante, Donald O'Connor, Joyce Holden, Gwen Carter, Eddie Jackson
Super. of Prod.; Pete Branum
Producer-Dir.: Joseph Santley
TV Dir.: Doug. Rodgers
Technical Dir.: Jack Irving

EXCEPT for a few bothersome lapses, including a lusterless exhibition by a troupe of wandering acrobats who may have been in search of an old Milton Berle show, the Jimmy Durante program last Wednesday, the Schnozzle's first unveiling on television, was a success.

Mr. Durante spent a large part of the program assaulting a piano, the language and whatever showgirls were within reach, which was as it should be. His style of amiable raffishness is all his own and probably should be enshrined as an example of high comedy.

It would be hard to imagine a more visual comedian than Mr. Durante, save possibly one with multiple heads, and since television needs performers who are as much fun to see as to hear, Mr. Durante ought to be a fixture in the medium.

One bit in which he participated could have been funnier if he had not forgotten his lines. This involved Mr. Durante and an "NBC executive" who wanted the comedian to deliver a commercial about Motorola television sets, a request to which Mr. Durante objected with his special brand of violence.

The "NBC executive" is a character that has been appearing recently as fall guy for television comedians on the network. The character may have been conceived as a means of showing that NBC, which used to resent disparaging references, is not such a bad old gaffer after all.

The Twist Becomes Worn

The "NBC executive" on last Wednesday's show was not up to the humorous standings of his predecessors on other programs, and the probability is that the character is wearing pretty thin. Another foil is needed; perhaps someone below executive level, if any such people exist there.

The acrobats, a group consisting of one man and between four and ten muscular girls who did not stay still long enough to be counted, did cartwheels, a gymnastic accomplishment observable on the nearest playground. Acrobats did their share to kill vaudeville, and are doubtless ready, unless restrained, to do no less for television.

A technical problem that cropped up occasionally during the program was the inability of the manipulator of the microphone to follow Mr. Durante's erratic ways. Too often Mr. Durante's voice disappeared as he scuttled beyond range of the microphone.

Aside from these few and perhaps carping criticisms, there is nothing but satisfaction to be recorded. For all we care Mr. Durante can go on losing and finding the lost chord indefinitely.

TRUMAN PLOT

Blanket Coverage by Radio-TV

ATTEMPTED Blair House assassination of the nation's Chief Executive last Wednesday was accorded fully comprehensive coverage by network affiliates and independent stations, all of which rose dramatically to the occasion on short notice.

Radio and television, totally as unsuspecting of the imminent plot on President Truman's life as the three White House policemen who were shot, marshalled their forces with dispatch and carried the dramatic story home to American listeners and televiewers on the national and local levels.

Independent outlets, short-staffed in comparison with their network brethren, acquitted themselves brilliantly with the help of fortuitous circumstances and some accurate "tips."

The major networks received the wire story and issued bulletins between 2:40-3 p.m. Thereafter, as more details became available, bulletins were broadcast throughout the afternoon and evening.

CBS at 3:30 aired an account by its White House correspondent, Charles Collingwood, who had been on the way to Blair House to accompany the President to Arlington, and had stepped from a taxi a moment after the firing had ceased. At the same time, Joe Wershba, of its Washington staff, interviewed an Executive Offices guard who had been stationed across from the shooting. Apart from subsequent coverage on scheduled news programs, CBS carried a special broadcast over its full network at 11:15 p.m., with nine eyewitness interviews, followed by a story wrap-up.

ABC Coverage

ABC broke the story on its network when John Kennedy received the bulletin during his scheduled 2:30 newscast, which was followed by an account from Washington by Bryson Rash, its White House correspondent, who arrived on the scene just after the shooting stopped, and broadcast at 3:25. At 4:30, Martin Agronsky went on with taped interviews of eyewitnesses. Scheduled news programs throughout the evening followed through. The scheduled *News of Tomorrow* at 11 p.m. was devoted to a round-up story, plus an interview by Harwood Hull with Puerto Rican Governor Luis Munoz Marion. The latter sketched the splinter-party background to the attempt upon the President's life.

MBS at 3:30 aired Joseph McCaffrey's on-the-spot description from Blair House, and a bystander interview taped by Hollis Seavey, chief of its Washington office. An ex-newsman, Alan Wagner, who saw the shooting, recorded his experience for the Fulton Lewis jr. program at 7 p.m. Other eyewitness reports were broadcast on the *Mutual Newsreel* at 7:45 p.m. and at 10:30 p.m. Special wrap-up program at 10:30 included the recorded comment of Treasury Secretary John Snyder, boss of the Secret Service guarding the President. While the Secretary was expressing his admiration and appreciation for the conduct of the guards at Blair House, he received word of the death of Pvt. Leslie Coffelt from wounds of that afternoon. At his request, the Secretary made a second recording in which he expressed his sympathy for the Coffelt family.

The Wagner story was uncovered by WASH-FM Washington, new MBS affiliate.

NBC Coverage

NBC flashed the story at 3 p.m. and followed at 3:30 with a broadcast account by Rollie Shepherd, who saw it, as taped and commented upon by Frank Bourgholtzer of the NBC Washington office. Interviews with White House Secretary Charles Ross and U. E. Baughman, head of the the secret Service, were recorded and aired at 7:15 p.m. on *News of the World*, together with an on-the-spot description of the arrest of the family of one of the would-be assassins, Oscar Collazo.

For television coverage, WTOP-TV, CBS' Washington outlet, presented still shots and films which it fed to the network, with Doug Edwards handling commentary. Telenews films were used, showing the Blair House and also the Arlington ceremonies. Later, on a local basis, WTOP-TV repeated films and stills on Correspondent Walter Cronkite's program, and its other local news shows. Interviews by Bill Downs also were offered.

WTOP, *Washington Post* AM station, also aired numerous bulletins and programs giving eye-witness accounts and commentary by Griffing Bancroft.

WMAL-TV, ABC Washington outlet, took motion picture film which it showed on its *Telenews Daily* broadcast at 7 p.m. and repeated at 11:15. Additionally, the station presented a film of the Puerto Rican revolution tying in with the Blair House incident. WMAL radio coverage began at 2:35 with a local flash and continued through the afternoon hours, with network feeds. Eye-witness accounts were featured.

MBS commentators who took part in network coverage included Bill Henry, William Hillman and Everett Holles, in addition to Mr. Seavey. WEAM, MBS' Washington

(Continued on page 36)

Puerto Rican Loyalty

ATTEMPT on the .life of President Truman last Wednesday immediately evoked sentiments of regrets and a firm pledge of loyalty to our government by the Puerto Rican Assn. of Broadcasters. In a cable to the Chief Executive Thursday, Tomas Muniz, PRAB president, termed the attack as the work of fanatics of a small group and declared "Puerto Rico is proud to be part of government under your intelligent leadership. . . ."

NARBA WINDUP

Accord Seen in 10 Days

NEGOTIATIONS for a new NARBA to govern AM allocations among North American nations appeared in the "fine detail" stage last week, with delegates generally hopeful that accord may be reached within about 10 days at the latest.

FCC Comr. Rosel H. Hyde, head of the U. S. delegation, reviewed the basic provisions of the proposed treaty in a lengthy session with his Commission colleagues Thursday afternoon. They were also outlined to the State Dept., whose Capt. John S. Cross, assistant chief of the Telecommunications Policy Staff, is delegation vice chairman.

Minor Changes

With a few adjustments, the fundamental terms followed the lines indicated a week earlier [BROADCASTING, Oct. 30].

In one change, 780 kc, U. S. 1-A clear channel on which WBBM Chicago is the dominant station, was substituted for 770 kc (WJZ New York) as one of the six U. S. 1-A's which Cuba would be permitted to use on condition that the U. S. dominants are protected along the lines provided in the expired NARBA. The substitution reportedly came at Cuba's request when her delegates indicated inability to give WJZ the required protection on 770 kc.

The 770 kc channel, it appeared, would be assigned to WKAQ San Juan, P. R., with WKAQ's present 620 kc regional frequency going to the Dominican Republic, which has insisted that its one assignment be operated with 10 kw non-directionally in order to serve the entire island. WKAQ would protect both WJZ and KOB Albuquerque on 770 kc.

Authorities said the agreement as it now stands would require frequency changes for only four U. S. stations, and that these changes in some cases will improve the stations' service and in no case cause "serious" degradation of service.

WVCG Coral Gables, a daytimer on 1070 kc, would move to 1080 kc. WIBS Santurce, P. R., would move from 740 to 730 kc. WNEL San Juan would go from 860 to 850, and WKAQ would take 770 instead of 620 kc.

WSUN St. Petersburg, Fla., 5 kw on 620 kc, would receive additional interference as result of Dominican Republic use of that frequency, but authorities said the increase would be no greater than that received from a Cuban station which is to be deleted.

Cuban Assent

Cuba was reported to have agreed to the granting of 1-B classification to WQXR New York and KPMC Bakersfield, Calif., both on 1560 kc, and also to KXEL Waterloo, Iowa, on 1540 kc.

Except for the substitution of 780 for 770 kc, the U. S. 1-A's which Cuba would be permitted to use were the same as those indicated earlier in the negotiations: 640 kc (KFI Los Angles is dominant); 660 kc (WNBC New York); 670 kc (WMAQ Chicago); 760 kc (WJR Detroit); and 830 kc (WCCO Minneapolis).

The 11 channels on which Cuba would be given "special protection" by future U. S. assignments were said to be the following:

On 550, 640, 690, and 860 kc Cuba proposes "1-C" stations, which future U. S. assignments would protect to the 10 microvolt daytime and 25 microvolt nighttime contours at the Cuban border. On 570, 590, 630, 730, 740, 920, and 980 kc Cuba would operate "1-D" stations, which future U. S. assignments would protect to the 25 microvolt daytime and 50 microvolt nighttime contours at the Cuban border.

No Effect Seen

Authorities said present assignments on these channels would not be affected, and reported that most of them already are near the saturation point insofar as assignments in southeastern United States are concerned.

It was considered likely that the Bahamas-Jamaica, seeking the use of one and possibly two U. S. 1-A clears—WCBS New York's 880 kc appeared the probable choice—and the Dominican Republic (620 kc) would also seek "1-C" or "1-D" protection by future assignments.

The agreement, if finally reached, would include all NARBA nations except Mexico, which withdrew from the conference three weeks ago but which presumably would be given an opportunity to subscribe to any treaty concluded by the remaining nations. Before they left the Washington sessions, the Mexican delegates reported that Mexico could not ratify any agreement until 1952 unless it were reached before the end of last month.

XUM

POPULATION UP 14.5%

Final Census Count Show

FINAL COUNT in the 17th decennial census showed the population of the U. S. to be 150,697,361 on April 1, 1950, Secretary of Commerce Charles Sawyer reported to President Truman last Thursday.

The figure represents an increase of 19,028,086 from 1940, the largest gain for any decade in American history. Percentage-wise the population jumped 14.5%, over twice the 7.2% gain recorded between 1930 and 1940.

During the opening week of the 82d Congress in January President Truman will transmit the figures to that body as required by the Congressional Apportionment Act. At that time the President will report the number of Representatives to which each state is entitled under the new count.

Secretary Sawyer made public a Census Bureau table which shows the new apportionment on the basis of the final population figures. Seven states will gain Representatives while nine states will lose House seats.

California's population increased by over 3.5 million between 1940 and 1950, the largest gain for any state. New York was second with a 1.4 million increase while the population of Texas was reported up 1.3 million. Michigan and Ohio also gained over a million people during the decade.

The Census Bureau released preliminary figures yesterday (Sunday) on the population of each congressional district. By states and districts the table shows 1950 and 1940 population plus numerical and percentage changes between the two periods.

Population figures for the various states and regions along with the 1940 population count and the ten-year variations were reported by the Census Bureau as follows:

*

Region, Division, and State	Population 1950	Population 1940	Change, 1940 to 1950
United States	150,697,361	131,669,275	+19,028,086
Regions:			
Northeast	39,477,986	35,976,777	+ 3,501,209
North Central	44,460,762	40,143,332	+ 4,317,430
South	47,197,088	41,665,901	+ 5,531,187
West	19,561,525	13,883,265	+ 5,678,260
Northeast:			
New England	9,314,453	8,437,290	+ 877,163
Middle Atlantic	30,163,533	27,539,487	+ 2,624,046
North Central:			
East North Central	30,399,368	26,626,342	+ 3,773,026
West North Central	14,061,394	13,516,990	+ 544,404
South:			
South Atlantic	21,182,335	17,823,151	+ 3,359,184
East South Central	11,477,181	10,778,225	+ 698,956
West South Central	14,537,572	13,064,525	+ 1,473,047
West:			
Mountain	5,074,998	4,150,003	+ 924,995
Pacific	14,486,527	9,733,262	+ 4,753,265
By States Within Regions			
New England:			
Maine	913,774	847,226	+ 66,548
New Hampshire	533,242	491,524	+ 41,718
Vermont	377,747	359,231	+ 18,516
Massachusetts	4,690,514	4,316,721	+ 373,793
Rhode Island	791,896	713,346	+ 78,550
Connecticut	2,007,280	1,709,242	+ 298,038
Middle Atlantic:			
New York	14,830,192	13,479,142	+ 1,351,050
New Jersey	4,835, 329	4,160,165	+ 675,164
Pennsylvania	10,498,012	9,900,180	+ 597,832
East North Central:			
Ohio	7,946,627	6,907,612	+ 1,039,015
Indiana	3,934,224	3,427,796	+ 506,428
Illinois	8,712,176	7,897,241	+ 814,935
Michigan	6,371,766	5,256,106	+ 1,115,660
Wisconsin	3,434,575	3,137,587	+ 296,988
West North Central:			
Minnesota	2,982,483	2,792,300	+ 190,183
Iowa	2,621,073	2,538,268	+ 82,805
Missouri	3,954,653	3,784,664	+ 169,9
North Dakota	619,636	641,935	— 22,2
South Dakota	652,740	642,961	+ 9,7
Nebraska	1,325,510	1,315,834	+ 9,6
Kansas	1,905,299	1,801,028	+ 104,2
South Atlantic:			
Delaware	318,085	266,505	+ 51,5
Maryland	2,343,001	1,821,244	+ 521,7
Dist. of Columbia	802,178	663,091	+ 139,0
Virginia	3,318,680	2,677,773	+ 640,9
West Virginia	2,005,552	1,901,974	+ 103,5
North Carolina	4,061,929	3,571,623	+ 490,3
South Carolina	2,117,027	1,899,804	+ 217,2
Georgia	3,444,578	3,123,723	+ 320,8
Florida	2,771,305	1,897,414	+ 873,8
East South Central:			
Kentucky	2,944,806	2,845,627	+ 99,17
Tennessee	3,291,718	2,915,841	+ 375,8
Alabama	3,061,743	2,832,961	+ 228,7
Mississippi	2,178,914	2,183,796	— 4,8
West South Central:			
Arkansas	1,909,511	1,949,387	— 39,8
Louisiana	2,683,516	2,363,880	+ 319,6
Oklahoma	2,233,351	2,336,434	— 103,0
Texas	7,711,194	6,414,824	+ 1,296,3
Mountain:			
Montana	591,024	559,456	+ 31,5
Idaho	588,637	524,873	+ 63,7
Wyoming	290,529	250,742	+ 39,7
Colorado	1,325,089	1,123,296	+ 201,79
New Mexico	681,187	531,818	+ 149,3
Arizona	749,587	499,261	+ 250,3
Utah	688,862	550,310	+ 138,5
Nevada	160,083	110,247	+ 49,8
Pacific:			
Washington	2,378,963	1,736,191	+ 642,77
Oregon	1,521,341	1,089,684	+ 431,65
California	10,586,223	6,907,387	+ 3,678,8

COPYRIGHT MEET

UNESCO Sessions Concluded

UNESCO's Committee of International Copyright Experts last Saturday concluded sessions looking toward the establishment of a new universal copyright convention. Embassy delegates and representatives of the U. S. government, UNESCO and such organizations as American Federation of Musicians, ASCAP and BMI attended. Meetings were held in the Old House Office Bldg., on Capitol Hill.

The committee reported that it had examined answers received from member governments of UNESCO on the convention proposal. Duration of copyrights, translation rights and other matters were discussed by the group. Governments will receive additional questionnaires involving other topics to be explored. Target date for the convention is 1952. Committee has held two previous meetings.

RCA-NBC officials presided over a television demonstration and buffet supper Thursday afternoon at the Wardman Park Hotel. Frank M. Russell, vice president in charge of NBC Washington operations — WRC-AM-FM and WNBW(TV)—was host.

Dinners also were held under the auspices of BMI and ASCAP during the 12-day meeting. Other broadcasters attending the BMI dinner, in addition to Mr. Russell, included Earl Gammons, vice president in charge of CBS Washington operations, and Robert Hinckley, ABC vice president.

TEST SURVEY GROUP

Continues Work on Plans

THE SPECIAL test survey committee formed by Stanley G. Breyer, commercial manager, KJBS San Francisco, to find out why Hooper and Pulse ratings differ in that city and which, if either, is correct, held its sixth meeting Thursday in New York, but after a six-hour session reported that its initial draft of recommendations is not yet complete.

The nature of the project has changed appreciably since it was first proposed by Mr. Breyer in an advertisement in the July 3 issue of BROADCASTING. At that time he conceived of a test to be made early in August in the San Francisco-Oakland area. Today his committee is considering details of test surveys that will check not only Hooper and Pulse rating but all audience-size measurements obtained by all methods, with results applicable generally and not only in the San Francisco region.

The committee also has reconstituted itself. The six members named by Mr. Breyer—Kenneth H. Baker, NAB Director of research; Fred Manchee, executive vice president, BBDO; A. Wells Wilbor, director of marketing research, General Mills; Lewis H. Avery, president, Avery-Knodel Inc., and also president of the National Assn. of Radio Station Representatives; C. E. Hooper, president, C. E. Hooper Inc., and Sydney Roslow, director, The Pulse Inc.—added four new members and relegated Messrs. Hooper and Roslow to observer status. The added members are Matthew W. Chappell, chairman of the psychology department, Hof-

(Continued on page 38)

BMI President Carl Haverlin (l) sat in on copyright sessions of UNESCO's Committee of International Copyright Experts, which concluded meetings in Washington, D. C., last Saturday (Nov. 4). Highlight of conference was supper at Shoreham Hotel Oct. 27. At table with Mr. Haverlin are W. P. J. O'Meara, Assistant Under Secretary of State, Dept. of State, Ottawa, Canada, and rapporteur, and Francois E. Hepp (r), head, copyright division, UNESCO. Embassy and U. S. government officials from State Dept. and other branches attended sessions, which got underway Oct. 23. American Federation of Musicians, American Bar Assn. and other groups also participated. BMI also was represented by Jean Geiringer, vice president, and Sydney Kaye, attorney.

REBROADCASTS

Brown Asks FCC To Re-define

GORDON P. BROWN, owner of WSAY Rochester, took his restraint-of-trade charges against the networks to FCC last week with a request that they be linked with the Commission's pending proposal to re-define "rebroadcasting" [BROADCASTING, Oct. 9].

A perennial campaigner for stricter controls over the networks, he reiterated his claim that they "are using their facilities to stifle competition within the radio broadcasting industry by using and interpreting" the law on rebroadcasting [Sec. 325(a) of the Communications Act] "to mean exactly the opposite to what Congress intended it to mean."

In line with similar testimony he presented at House hearings on the McFarland Bill last August [BROADCASTING, Aug. 14], Mr. Brown claimed sponsors would spend "millions of additional dollars" in radio if they could deal directly with stations for rebroadcasts of their network programs.

"Both the sponsor and the radio station are prevented from negotiating for the rebroadcast of the sponsor's program because the network originating station (which is invariably owned by the networks) refuses to allow the radio stations to rebroadcast the sponsor's program if the sponsor hires the network's facilities to broadcast his original program," Mr. Brown asserted.

Cites Rule 325 (a)

"The broadcast is prevented because of Rule 325(a) which states: 'Nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station,'" he said, continuing:

The above rule was intended to prevent one radio station from raiding the programs bought and paid for by another radio station or network. (It) was not intended to allow any radio station or network to tie up or restrain the further broadcasting of a program bought and paid for by the sponsor if the sponsor chose to hire the network to distribute his program rather than distributing his program by transcriptions to each station.

Mr. Brown said that in Sec. 506(b) of the Communications Act "Congress saw fit to stop the labor unions from preventing sponsors from recording and rebroadcasting their programs as much as they desired, providing the sponsor paid for the talent on the original broadcast. . . .

"I, myself, and many other broadcasters fail to see why, if this rule applies to the labor unions, why it does not apply to the networks which are preventing the sponsors from using their programs for which they paid."

He requested FCC to broaden, if necessary, its pending proceeding looking toward a re-definition of "rebroadcasting," so that the questions he raised may be included.

The Commission, he said, should interpret the rebroadcasting law "from all angles, including as it relates to the violation of other sections of the act, as it relates to the practice of restraint of trade, as it relates to the depriving of owners of programs of their property rights, and as to the intent of Congress in formulating the rule and how this Congressional intent relates to the present interpretation and use of the rule, as well as how this interpretation relates to the directive of Congress that radio stations shall operate in the public interest, convenience and necessity."

FCC's pending proposal to redefine "rebroadcasting" deals with the meaning of "originating station" and whether the law on rebroadcasting [Sec. 325(a)] "was intended to endow network affiliates with power to prevent rebroadcasting of any network program in a substantially different area from that served by the affiliate." Nov. 13 is deadline for comments.

STATION TESTING

FCC Proposes Rule Changes

PROPOSED rules changes to reduce paperwork and simplify procedure relating to equipment and program testing for AM, FM and TV stations were made final last week by FCC [BROADCASTING, June 13, 1949]. Changes are effective Dec. 11.

Informal request may now be made of FCC for either equipment or program test authority with both remaining valid for the life of the construction permit, or until determination is made on the license application. Frequent requests for extension of these authorities have been required in the past. Request for equipment test authority must be made two days in advance, program test request 10 days in advance.

TAFT ANSWERS

Buys Own Time in Ohio

NOT to be denied as "Mr. Republican" himself, Sen. Robert Taft (R-Ohio) projected himself into the pre-election picture (see story page 25) with a scheduled broadcast of his own for yesterday (Sunday) evening.

Sen. Taft said he bought radio time on eight Ohio radio stations to answer President Truman's political "simulcast" of the previous evening. Broadcast was scheduled to originate in the studios of WLW Cincinnati. Sen. Taft had been mentioned earlier, along with Sen. Arthur Vandenberg (R-Mich.), as possible GOP standard-bearer to reply to the Chief Executive.

UNITED STATES
OF AMERICA

Radiorama

BUFFET supper and sales meeting for Shell Oil Co. service station operators at WFBR Baltimore included these executives (l to r): John E. Surrick, v. p.-gen. mgr., WFBR; James A. Lowry, district mgr., Charles M. Meand, div. retail mgr., and E. Ross Wagner, local merchandiser, Shell Oil; Richard T. Kelland, acct. exec., and William S. Pirie, sales, WFBR.

ADIEU to John Akerman (l), who becomes KMOX St. Louis mgr., and welcome to Ernie Shomo (r), new assistant general manager WBBM Chicago, were given by CBS Chicago. Executives switched positions in change. Ken Craig, exec. asst. to CBS Central Div. v. p., H. Leslie Atlass, makes up trio.

SCROLL honors William J. Beaton (l), KWKW Pasadena, Calif., for third year as president of S. Calif. Broadcasters' Assn. Holding up signatures are Claire Hughes, station's traffic manager, and Cliff Gill (r), manager, Pacific Regional Network, KFMV (FM) Hollywood and also SCBA sec.-treas.

LOOKING over agreement linking KMPC Hollywood with Liberty Broadcasting System [BROADCASTING, Oct. 23] are Robert O. Reynolds (l), v. p.-gen. mgr., KMPC, and Benton Paschall, v. p. in charge of LBS' western division operations. New network's affiliates on West Coast now total 40.

GIVING Denver welcome to Alex Dreier (center), NBC's "early bird" news analyst, in city Oct. 6 to address Chamber of Commerce on foreign affairs, are Lloyd Yoder (r), KOA mgr., and G. R. Dunehoo of Skelly Oil Co.

EVEN with a slung arm you can make the pitch—as accented by Manager John Smith, WSAT Salisbury, N. C., who casts a neat trick with his bandaged broken limb.

WSAT
Rowan's Most
Powerful Station
IS SELLING
SALISBURY

SPONSOR of five-times weekly newscast by Merrill Mueller (seated, r) on NBC Pacific Coast network is Fisher Flouring Mills, Seattle. Last-minute details are added by Trevor Evans, v. p., Pacific Nat'l Adv. Agency. Standing are Walter G. Tolleson (l), of NBC Western Div.; John Thompson, of KNBC San Francisco.

Election Fever

(Continued from page 25)

Taft (R-Ohio) is fighting for his Senatorial life. Sen. Taft's family holds interests in WKRC Cincinnati and the *Times Star*, as well as Transit Radio Inc.

Sen. William Benton (D-Conn.), champion of worldwide radio and Voice of America, and former advertising executive, faces a similar situation in Connecticut running against Prescott Bush, a CBS stockholder and New York businessman. Also up for re-election is Gov. Chester Bowles, co-founder of Benton & Bowles, New York.

Other incumbents seeking reelection include Sen. Francis J. Myers (D-Pa.) and Sen. Brien McMahon (D-Conn.). Sen. Myers is the No. 2 Senate ranking Democrat and majority whip.

Missing from Tuesday's election picture will be Sen. Chan Gurney (R-S. D.), who was defeated in state primaries. Former operator and founder of WNAX Yankton, S. D., Sen. Gurney is expected to accept a position in the Defense Dept. in early 1951.

The House race also will command the attention of radio-electronics officialdom, as well as FCC and other government agencies, especially results of elections involving the full 28-seat contingent of the radio-minded House Interstate & Foreign Commerce Committee. Chairman Robert Crosser (D-Ohio) is expected to return and head up the committee if the Democrats preserve their majority.

Subcommittee Chairman

A new communications subcommittee chairman, to be named by Rep. Crosser, also will emerge, materializing when the 82d Congress convenes in January. Tomorrow's results probably will throw some light on the ultimate choice. Rep. George Sadowski (D-Mich.), who headed the subcommittee during the prolonged illness of the late Rep. Alfred L. Bulwinkle, was defeated in the Michigan primaries.

Rep. Charles Wolverton (R-N. J.) will be watched in tomorrow's elections as a possible choice for the communications post should the Republicans regain House majority. Rep. Dwight L. Rogers (D-Fla.), who drew no GOP competition in his district, would be the logical Democratic choice.

Other House members with radio interests or connections who are up for re-election include Reps. Harris Ellsworth (R-Ore.), member of the House Interstate Committee, who holds 125 out of 500 shares of KRNR Roseburg, Ore.; John Phillips (R-Calif.), former part-owner of KPAS Banning, Calif.; Alvin O'Konski (R-Wis.), owner of WLIN Merrill, Wis., and Francis Walter (D-Pa.), caustic critic of FCC.

Candidacy of Frank T. Bow for a Congressional seat also has aroused interest of authorities on the radio and government levels. Mr. Bow, a former commentator at WPAY Portsmouth, Ohio, served as counsel for the House Select Committee to Investigate FCC during the 80th Congress. He is the Republican candidate for Ohio's District 16.

The outcome of Mr. Bow's candidacy doubtless will be viewed with considerable interest by FCC members, since he already has indicated that he may call for another FCC probe if elected tomorrow.

President Truman's St. Louis speech was to be carried over one of the largest combined radio and television hookups in history Saturday, 10-10:30 p.m. Expenditures were placed at about $100,000 for purchase of radio-TV time by the Democratic National Committee, according to Ken Fry, committee radio director. Radio's allotment reportedly was about 60% of the sum.

Combined facilities of ABC, CBS, NBC and MBS were set aside for the address, numbering nearly 1,200 radio stations. A number of independent stations also planned to carry the broadcast. Total of 72 TV stations connected by cable were to telecast the speech over ABC, CBS, NBC and DuMont networks. Arrangements were handled through the Biow Co., New York.

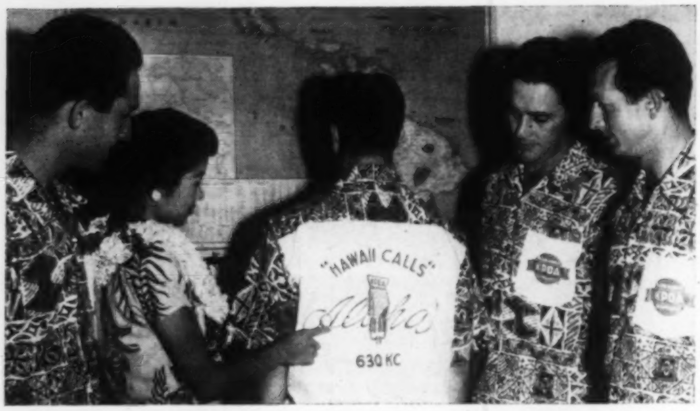
Stassen on MBS

Mr. Stassen's address, scheduled immediately following President Truman's St. Louis address, was to have been carried by 521 MBS stations. Network time purchase by the Republican National Committee was placed at $15,400 by committee spokesmen. Mr. Stassen was to have delivered his speech from New Haven, Conn.

Their speeches and those scheduled for today culminate the first Congressional off-year campaign in which television has played a vital role. Television has been used primarily during the campaign in Illinois, New York, Connecticut, California and Pennsylvania.

According to Democratic and GOP committee spokesmen, TV also will prove a factor in making this one of the most expensive non-Presidential campaigns in history, notwithstanding relatively small expenditures by the Republican Party. Actual expenditures for radio-TV were not estimable, because time purchases were made by state central committees.

But in California, for example, one agency has a contract for $20,000 covering spots and TV shows. Elsewhere, the campaign has spurred activity by the Central Democratic Committee of Cook County, Ill. (radio and TV in selected communities through M. M. Fisher Assoc. for Sen. Scott Lucas), and by the Republican Central Committee of Ohio for spots and programs through Kircher, Helton & Collett, Dayton, Ohio. No details were available.



DONNING Hawaiian aloha shirts marking the island's celebrated Aloha Week, Oct. 22-29, are these KPOA Honolulu staff members, who also are promoting the station's originated coast-to-coast program on MBS, *Hawaii Calls*. L to r: Station Manager George Lindman, Sales Secretary Nancy Sonoda, Account Executives Paul Wilcox (back to camera), John White and Jack Miller.

ALLOCATION

Review After TV Case

AFTER the present VHF-UHF television reallocation proceeding is completed it will be possible for FCC to "ascertain with greater certainty" the needs of TV pickup service and studio-transmitter links, the Commission last week told Federal Telecommunication Labs. FCC said it would hold in abeyance until such time the FTL petition for reallocation of the band 2110-2200 mc to common carrier fixed service.

The Commission indicated it then will "reconsider the entire allocation to the non-Government fixed and mobile services between 1850 and 13,200 mc," including the problem presented by FTL "and any other problems which might be called to its attention." FCC explained that any changes in the allocations of frequencies between 1850 and 13,200 mc "would so vitally affect the assignments to other services in these bands that no such changes can presently be made without a reconsideration of the entire allocation in this portion of the spectrum."

EXCESS TAXES

RTMA Presents Its Stan

CERTAIN objections to the Congressional excess tax program and recommendations which, if adopted, would provide a "fair adjustment" to the mushrooming television industry were laid before the Joint Internal Revenue Tax Committee of the 81st Congress by Radio-Television Mfrs. Assn. last week.

RTMA President Robert Sprague and the association's "defense profits" tax committee met in closed session with the tax group last Wednesday. Discussions were held in connection with tax hearings set by the House Ways & Means Committee for Nov. 15.

Mr. Sprague told the tax committee such a "fair adjustment" could be evolved, and that the industry expected to bear its share of the overall tax burden.

He explained that a fair adjustment could be worked out by using reconstructed 1950 net earnings as a base. Earnings would be computed by taking the ratio of total net income for the period 1946-49 to net income total for first six months of those years and multiplying it by the 1950 net income before deduction for federal taxes.

Little War Impact

Mr. Sprague pointed out that Korean hostilities left little direct impact on radio-TV earnings, and said RTMA's formula makes it possible to ascertain ratio of six-months' earnings to annual profits before and after the base period.

"We are proceeding on the premise," Mr. Sprague explained, "that the excess profits tax of the type proposed is for the sole purpose of isolating unusual or extraordinary profits made by companies or corporations as a direct or indirect result of increased mobilization activity."

RTMA is asuming, he added, that the levy is not intended as "some sort of super tax for the purpose of taxing 'growth' industry and thus discriminating against it."

Additionally, Mr. Sprague pointed out that the industry had not realized enough profits whereby it could stand to pay high taxes on a retroactive basis.

The RTMA president said that the association had instructed its committee to evolve a formula which would not impose too heavy a burden on the growing TV industry. This project, he stressed, should not be construed as indicating that RTMA had "retreated" from its overall opposition to the high rates proposed by Sen. Joseph C. O'Mahoney (D-Wyo.).

Deadline for filing applications to appear before the House Ways & Means Committee in connection with the proposed tax legislation was Friday.

ELECTIONCASTS

Radio-TV Set All-Out Coverage

RADIO and television networks and stations last week were putting the finishing touches on extensive election coverage plans which promise to far overshadow broadcast reporting of previous Congressional campaigns.

NBC-TV last week announced its telecast plans for election night tomorrow (Tuesday), thus rounding out network schedules on all fronts. Individual AM-TV-FM stations also reported their election lineups for the 1950 non-Presidential race.

The picture suggests a long night for the average radio listener or televiewer, and a prodigious schedule for news and special events personnel all over the country.

For NBC-TV coverage of Congressional, gubernatorial and municipal election contests, the network's special events department will utilize its full newsreel film organization around the country, Francis C. McCall, director of television news and special events for NBC, has announced. Mobile units will be stationed in key cities.

Special election news TV headquarters will be set up in Studio 3B in the network's Radio City Bldg. to serve as focal point for piping in direct reports from affiliates. Newscasters John Cameron Swayze, Ben Grauer, Don Goddard, William L. Wilson, Radcliffe Hall and Robert McCormick will operate in New York and Dave Brinkley will report from Washington.

First returns will be carried on *Camel Caravan* at 7:45 p.m. and from 8 p.m. through 11 p.m. NBC-TV will tie in election reports at the start and end of its regular programs. Full-scale election operation will get underway at 12 midnight. Entire operation will be supervised by Mr. McCall, with assistance by Adolph Schneider and Clarence Thoman, NBC-TV news and special events department.

MBS Sets Plans

Other networks already have announced their plans. MBS will devote the entire evening to election reporting, bridging gaps with musical features, while CBS, NBC and ABC will interrupt scheduled programs through the evening for bulletins. Liberty Broadcasting System plans pickups from various key points [BROADCASTING, Oct. 23].

Chevrolet Dealers will sponsor NBC election returns and news, 11:15 p.m., Nov. 7 to 2 a.m., Nov. 8. Regular programs during period are cancelled. Agency is Campbell-Ewald Co., N. Y.

Liberty Broadcasting System announced it will devote its facilities tomorrow night (Nov. 7) to bringing listeners the latest election returns from across the country. A special musical program will originate in Washington from 8 p.m. until sign-off with returns interspersed as received.

The closely-watched Ohio election will be given special coverage with direct reports from that state. During that part of Liberty's coverage top men of both parties will be interviewed.

Arthur MacArthur, one of Liberty's Washington reporters, will be on hand at Republican headquarters in Washington while George Campbell will cover the Democratic headquarters.

Special Programs

Philadelphia radio and TV stations are planning special programs to handle election returns. All will have announcers at Democratic and Republican headquarters and will stay on until all major contests have been decided.

WCAU will employ its unique "two-way communication broadcast method," and will have direct lines from the *Bulletin* city room. Outlet will have microphones in Harrisburg, Pittsburgh and Trenton. A reporter will be stationed in Wilmington to cover the fight for state attorney general. John T. Connolly will cover the election for WCAU radio listeners. Alan Scott will be chief commentator and analyst.

WFIL, as key station of the Quaker Network, will originate a few line-ups of election news broadcast for a number of selected stations throughout Pennsylvania. They will broadcast from the Philadelphia *Inquirer* newsroom as well as their own studio. John Corcoran will be news commentator and Sheldon Gross will handle the local broadcast.

WPEN will handle its local returns from the Philadelphia *Daily News* city room. The WPEN newsroom will handle state returns.

WIBG will also broadcast from the *Daily News* city room. Fred Knight will do the announcing, Bob Knox will be at Republican headquarters and Ray Walton, Democratic headquarters. Studio operation will be handled by Rupe Werling, Doug Arthur, Tom Donahue and Joe Niagra.

KYW will have a special program from 11 to 12 p.m. Direct lines will be put into Republican and Democratic headquarters with John Franklin and Paul Taylor as announcers.

Nutmeg Network of Connecticut will supply vote roundups from various sections of the state on election night. Network comprises WICC Bridgeport, WDRC Hartford, WELI New Haven, WICH Norwich, and WBRY Waterbury.

Among other stations reporting plans to BROADCASTING were these:

KMOX St. Louis—Will air complete national, regional and local coverage, with local and regional returns supervised by News Editor Rex Davis. KMOX staff will bring reports in directly from various commissioners' offices in the area. Periods set aside will have five-minute reports every half hour early in the evening, cut-ins from CBS and beginning at 10:30, complete returns.

GREETING goes out to this group of New York timebuyers and agency executives upon arrival at Buffalo to take part in WKBW's 25th anniversary festivities Oct. 27 [BROADCASTING, Oct. 30]. Front row (l to r): Al Anscombe, WKBW public relations director; Sol Taishoff, editor and publisher, BROADCASTING; Arthur H. McCoy, treasurer, Avery-Knodel; Frank Silvernail, business manager, BBDO; Frank Daniel, timebuyer, Lennen & Mitchell; Lou Faust, timebuyer, Biow Co.; John Tormey, account executive, Avery-Knodel. Second row and upward: Ed Whitlay, timebuyer, Badger and Browning & Hersey; C. C. Slaybaught, timebuyer, Morse International; Keith Shaffer, timebuyer, Erwin, Wasey & Co.; Frank Coulter, timebuyer, Young & Rubicam; Jack Purvis, timebuyer, N. W. Ayer; Fred Neuberth (at top), account executive, Avery-Knodel.

WJR Detroit—Returns to start at 8:30 p.m. Will make direct pickups from editorial rooms of newspapers. After 10:15 reports will be continuous. Special broadcasts are planned from certain political quarters. Entire newsroom and special events staff will participate. Period from 10:15 to 2 a.m. (with exception of 11 p.m. newscast) to be sponsored by Sinclair Refining Co.

WTTM Trenton, N. J.—Will have around-the-clock coverage, with station using full staff of 30 newsmen, announcers, engineers, etc. Beginning at 11 p.m. WTTM Commentator George Taylor and News Editor Arnold Snyder will coordinate coverage from studio, while Special Events Director Ernie Kovacs and Roy Grove report in from state and county headquarters. Telephone and FM relay will bring returns from New Jersey and eastern Pennsylvania to Messrs. Taylor and Snyder. Reactions of man-on-the-street to returns also will be featured. Sponsors are Lucas Motors and Builders Lumber and Supply.

WTOP-AM-TV Coverage

WTOP-AM-TV Washington — Complete network coverage, with CBS Newsmen Griffing Bancroft, Bill Shadel, Alex Kendrick and Joe Wershba on Washington scene. Beginning at 10 p.m. WTOP will air full-hour coast-to-coast roundup. Five minute reports on early results will be given every half hour starting at 8:30 p.m. Will stay on air until final results are known. WTOP-TV duplicate newsroom will be set up with direct wires to news services and key election centers. Coverage starts at 10:30 p.m. with CBS Correspondent Walter Cronkite to supplement New York CBS-TV newsmen. Claude Mahóney will report local returns.

WMAL-AM-TV Washington — WMAL will devote five minutes every half hour to highlights. Entire operation to be coordinated at ABC New York headquarters. WMAL-TV personnel will be at key points to report Maryland and Virginia returns. Elmer Davis will head ABC-WMAL staff, with assistance from Bryson Rash, Gunnar Back, Martin Agronsky, H. R. Baukhage and many others. National election returns begin at 8 p.m. and will end at 1 a.m. Television returns on national elections will be simulcast with visual context starting at 8:30 p.m. Roundup of local news returns will be telecast at least until midnight.

WPTR Albany—Will link with 50 kw stations for special transcribed election preview program covering races in Ohio, New York, Illinois, Pennsylvania and California. H. W. Maschmeier, news and special events director, will produce program. Cooperating are news and program directors of WLS Chicago, KYW Philadelphia, WGAR Cleveland, KMPC Los Angeles. Each station will send five minute analysis of Senatorial outlook. WPTR will coordinate

(Continued on page 89)

Road Ahead?

(Continued from page 23)

advocated the selection of people with good judgment, the ability to absorb agency policy, and above all the ability to get along with people for timebuying positions. Good timebuyers are not born, but trained, he stated, adding that the best place for that training is in the agency itself.

Panel members agreed that the same person should handle both radio and TV timebuying for an advertiser as familiarity with the client's individual marketing problems is more important than highly specialized knowledge of either medium. The group held, however, that broadcast salesmen should concentrate on either radio or television and not try to sell both broadcast media together.

A question about the future of BMB was put to Dr. Kenneth H. Baker, NAB research director, who said that the new board of BAM, successor to BMB, will meet this month to consider that matter (see story page 43). After the panel members had praised the BMB studies as useful timebuying tools and the audience, by a show of hands, had indicated that the majority of agencies represented are using BMB data, Dr. Baker told them that it's up to them whether there is to be a continuing uniform audience measurement or not.

As long as agencies are willing to buy time on the basis of varying station claims and don't insist on a uniform measurement as a basic requirement, there will be a lot of broadcasters unwilling to finance such a measurement, he declared. But, he added, this opposition would soon disappear if timebuyers would insist on uniform audience information from stations as firmly as spacebuyers demand ABC circulation data from publications.

More Good AM Time

In a discussion of the effects of TV on radio timebuying, Mr. Silvernail said that it is somewhat easier to find good radio time availabilities in TV cities. Miss Nelson reported that TV's practice of double-spotting is spreading to radio, with stations that formerly avoided it now putting two announcements into a single station break simply because it is being done and accepted on television. Mr. Castleman stated that TV competition ought to produce reductions in radio rates but has not done so because radio stations are maintaining or even increasing their rates to get enough money to pay the high costs of their TV operations.

Miss Nelson noted that while stations and networks had refused to reduce radio rates to compensate for loss of audience to television, they have gone into program production in a big way, adding that it is now possible to buy a program costing $5,000 to produce for $1,500, which while perhaps technically not rate cutting comes pretty close to being just that.

A question about what can be done to make it easier to get time clearances on television was answered in three words by Mr. Kern. "Lift the freeze," he said.

With radio sets currently outselling television receivers two to one and with more people listening to the radio than ever before, radio's universal coverage, blanketing every corner of America, must not be overlooked, ABC Vice Chairman Woods told the Tuesday afternoon radio and TV production session of the AAAA meeting.

"However, many advertisers today do overlook radio," he said. "Because of the completely fallacious theory that when TV enters a home, radio goes out, radio today is undersold, or perhaps—I should say radio is underbought.

Not From Radio Audience

"Research shows," Mr. Woods continued, "that well over half the people watching TV (per average minute) would not have been listening to the radio in the pre-television era. In other words, over half the TV audience comes from other sources than radio, from other leisure activities—reading of magazines, newspapers, books, going to movies, card playing and all the rest of a myriad of leisure activities which enrich American life. In this connection," he added, "radio is more than a leisure time activity. Among all advertising media, radio—and only radio—reaches people while they work.

"This unique quality alone means that radio can never be displaced. For example, daytime radio reaches the housewife, the purchasing agent of America, during her business hours in her office. She is usually alone, not distracted by other persons in the household. She hears one voice, her radio, while she works.

"Day and night, radio programs today are regularly heard by over 90% of the nation's 40,700,000 radio homes. This deep market penetration is truly national, embracing all income groups, city size groups and geographical sections of the country," Mr. Woods reported. And he noted that, in addition "the vast motoring public which spends literally millions of hours listening to car radios represents an audience which is available only to radio."

Citing a recent BBDO survey showing that the average newspaper ad reaches 188 people per dollar, Mr. Woods pointed out that the average evening radio show reaches 573 people per dollar, over three times as many as the average newspaper ad. Parenthetically he noted that a newspaper ad on the page with the radio log raises the 188 to 381 readers per dollar, "another indication of sustained public interest in radio."

FLANKED by KOA-NBC Denver microphones, Palmer Hoyt, publisher of the *Denver Post* and regional chairman of the Crusade for Freedom, dedicates a replica of the Freedom Bell on the U. of Denver campus. KOA covered the event which featured Mr. Hoyt's address.

Television homes, which listener surveys and radio set sales show "to have by no means abandoned radio listening," will total some 16 million by the end of next year, Mr. Woods said. "That's tremendous circulation," he said, "three times the present circulation of *Life* magazine. Yet radio sets will number over 80 million."

Declaring that it is "most important that we do not allow the tremendous impact of TV to knock the basic facts of radio out of focus," Mr. Woods concluded that "it is incumbent upon all of us—advertising managers, agency account executives and broadcasters—to hammer home to top management, to those who ultimately pass on budgets and media, that it is radio over television five to one in '51."

Asked what effect television's continued growth would have on radio network rates, Mr. Woods pointed out that it has been eight or nine or possibly ten years since the last general increase in network rates and that any reduction today would drive the networks into the red.

"We believe with the circulation radio gives today it is the best buy in comparison with any other medium, including TV," he said, urging the agency executives to remember that it is not just a matter of network rates, but what the advertiser gets for his dollar in any medium that counts.

Films Take 25%

Films already have established themselves in television, Brig. Gen. Edward Lyman Munson, director of NBC's TV film division, stated, reporting that 25% of the current telecast hours are now occupied by filmed programs and predicting that this percentage is likely to become larger rather than smaller in the future. Programs made on 35mm film and reduced to 16mm, which has become the video standard, produce satisfactory picture quality either in black-and-white or color, he said.

Kinescopic films have improved greatly in the past year and will continue to improve, Gen. Munson reported. He said that NBC-RCA experiments with "slave camera" techniques (motion picture cameras synchronized with TV cameras for filming live telecasts) show promise of solving the kinescope problem.

In the past few years the emphasis on films for TV has shifted from quantity to quality, he said. He urged agencies to do their part to achieve good quality in their video film programs and commercials by insisting that the producers of films live up to the standards now generally accepted by TV broadcasters.

When an agency man asked about film standards, Charles L. Townsend, of NBC technical services, said that NBC has compiled them into a pamphlet which the network will gladly send to any agency requesting it.

Fred Rickey, producer in charge of color for CBS, who with 750 hours of work with color cameras is probably the most experienced man in color television, as CBS President Frank Stanton noted in his introduction, reported that during the extensive color telecasts in Washington in connection with FCC hearings he and his co-workers found out that "color equipment is dependable, that color programming is economical and that it opens up great new opportunities for TV programming."

As to dependability, Mr. Rickey explained that after a full day's use at WTOP-TV Washington the color equipment would be loaded on a truck and used for an outdoor pickup the following noon, then moved into Turner's Arena for an evening program and finally transported back to WTOP-TV for the next day's broadcasts. Such a schedule, maintained day after day, he said, "brought every member of our staff almost to the breaking point but never broke the back of this one color camera; there was not a single broadcast which did not go on as scheduled."

Color Costs No More

As to cost, color telecasts are basically about the same as those in monochrome, he said. Color is actually cheaper, he added, as "the color picture is so much more rich and lifelike that it is simpler, and therefore more economical, to create a pleasing television scene in color than it is to create an equal effect in black-and-white."

The fact that the cost of color is no more in TV than black-and-white is one reason, Mr. Rickey said, why CBS expects most telecasts to be in color in contrast to motion pictures, where the greatly increased costs of color have kept down the proportion of color movies to those in monochrome. He also noted that color brings to television, whose black-and-white brightness range is only half that of 35mm film, "the detail and dimension which is badly lacking; it adds differentiation and distinction between one object and another."

In advertising, Mr. Rickey said, "the value of color is obvious, and advertising is the key to TV economics. Advertisers can be expected to gain much from the presentation of their products in color

. . . and television will open up to new advertisers of fashions, home furnishings and other products where color is so essential. New sponsors mean new diversified programs which will, in turn, speed up the public's interest in television and advance its growth into new homes."

Mr. Stanton in answer to questions said that about Nov. 28, date on which FCC has authorized the introduction of commercial color telecasting, CBS will inaugurate a schedule of some 20 hours of color programs a week, with two daytime hours, a half-hour between 6 and 8 p.m. and other half-hour between 11 p.m. and midnight on weekdays and probably more daytime color programming over the weekends. The network is establishing a viewing center on Fifth Ave. where New Yorkers can see the programs, he said. He predicted that eventually all telecasting will be in color, noting that color cameras can pick up and transmit black-and-white pictures where they are wanted without color.

Myron P. Kirk, vice president and executive director of TV and radio, Kudner Agency, presided over the session and also conducted a panel discussion of radio and TV production problems participated in by Leonard T. Bush, Compton Adv. Inc.; William A. Chalmers, Kenyon & Eckhardt; Walter Craig, Benton & Bowles; Nicholas E. Keesely, Lennen & Mitchell, and Wilson M. Tuttle, Ruthrauff & Ryan. The group agreed that agencies should keep control of commercials and sponsored programs in television as they have in radio.

Sees Talent Fees Up

Answering a question about rising TV costs, Mr. Craig reported that union contracts now being negotiated probably will result in a rise in talent fees. Mr. Bush pointed out that with NBC and CBS already charging $2,500 each for a nighttime hour on their New York TV stations, compared to $1,400 and $1,350 for their AM stations in that city, TV network rates may eventually go as high as $60,000 or $70,000, compared to about $20,000 for a coast-to-coast hookup in radio, and that the time will come when an advertiser's appropriations for a national TV campaign will run from $2.5 million to $3 million a year.

Jerry Lester, star of the Anchor-Hocking Glass Corp. TV show, *Broadway Open House*, wound up the afternoon session with a talk on television from the comedian's viewpoint.

Two methods of testing radio and video commercials—one utilizing the Lazarsfeld-Stanton Program Analyzer which McCann-Erickson has worked with for more than eight years, the other involving a relatively new technique of "motivational research"—were described by Herta Herzog, associate director of research of that agency, at the Tuesday morning panel session on research.

Advantages of the Program Analyzer, which automatically graphs an individual's responses to the various parts of a program heard or viewed, as registered by his operation of like and dislike buttons, were listed by Dr. Herzog as: Providing a simultaneous and continuing record of responses of each individual subject, which takes care of the shortness and passing quality of exposure to the commercial and eliminates the problem of memory loss; measuring commercials in actual context, important since "even as crude a measure as sponsor identification reflects the influence of the program upon the advertising which it carries," and furnishing a non-verbal record of the like-dislike reactions which enables inarticulate people to express their views as well as articulate people.

Cites Limitations

But, Dr. Herzog warned, the Program Analyzer "does not measure the residual effect, that is, the reaction after the whole program has been heard." In cases where later parts of a program change the subject's original opinion of earlier parts (such as a joke liked at first but objected to when the listener finds it is only a camouflaged lead-in to a commercial) the Program Analyzer curve alone can be quite misleading, Dr. Herzog noted. Interviews about Program-Analyzer responses are needed, she stated, as "a liking curve without reasons why is about as useful as if you or I were to attempt to read our own lung X-rays."

Turning to research designed "to determine the kind of appeals which should be presented in commercials before they are ever put together," which is just as important as measuring the response to them after they have been done, Dr. Herzog said: "We are focusing our sights on the *prospect*, and the old open-ended 'reason why' question (why do you use Brand X, why do you like it?) is turning into real motivational research."

Although most housewives may be presumed to use some kind of cleanser and most men to drink and shave, Dr. Herzog noted that "not everybody of the current non-users will be equally susceptible to our advertising message . . . We are coming to refine the concept of the prospect and to conceive of him as that segment of non-users of the brand which can be converted," she said.

The research approach, she noted, is first to single out those consumers who are convertible and second to find the proper way to approach them. The depth interview is one technique which is useful as it "tends to explore the consumer's use of and attitude toward the particular product from all possible angles," she said. "The trouble is that the analyst cannot always tell for sure which of the many ramifications mentioned is really significant for a particular respondent, or what exactly the significance might be," Dr. Herzog added.

Accordingly, two additional techniques are used with the depth interviews, one introducing the subject into an experimental situation so that he may be questioned while he is actually using the soap or having a drink, etc., the other making use of a personality test, such as a Rohrschach, Szondi, Thematic Apperception or work association test, so that what the respondent says in the interview can be checked against the type of person he is.

As such motivational studies are very expensive they will necessarily be limited to small samples, Dr. Herzog said, but when they have been statistically verified their conclusions can be projected to the whole body of prospects for the particular product, and the advertising can be keyed to the types of gratification which these prospects get or expect to get from use of the product.

Discussing the status of advertising in this emergency period in our national history, at the conference's concluding general session, Frederic R. Gamble, AAAA president, reported that the volume of advertising seemed likely to continue at its present level, despite the material shortages with which some companies have to contend. He said that in addition to its traditional job of selling products and advancing our national economy by increasing the distribution of goods, advertising is now playing an important role through public service campaigns, largely planned and executed by the Advertising Council. The next step, he stated, is to extend this type of advertising from the domestic to the international scene, promoting American ideals and standards of living on a global scale and thus laying the foundation for a lasting peace.

Urges Straight Copy

Fairfax Cone, of Foote, Cone & Belding, chairman of the AAAA board, urged agencies to drop their infatuation with techniques and gimmicks and return to the production of straight selling copy which he called the basis of all successful advertising. He cited the Arthur Godfrey and Dave Garroway programs as examples of sincere straightforward advertising presentations that have been outstandingly successful in selling their sponsor's products.

After the panel chairmen reported on their meetings, they served as a master panel to answer questions submitted during the conference. Asked why TV stations are allowed to continue multiple spotting, Miss Nelson pointed out that TV's impact is so great that advertisers want to use it despite such practices and that as long as the demand for TV time exceeds the supply the stations, not the agencies, will be in control. She predicted that when the freeze is lifted and the number of TV stations increases the problem will solve itself.

To another question about reducing radio time charges to compensate for inroads made by TV in radio audiences, she replied that radio rates will come down whenever advertisers find they are not getting returns from their radio advertising commensurate with their expenditures but that as long as radio continues to reach and influence its present vast audience any talk of general rate reductions is merely wishful thinking.

AN EPOCH in radio communications history—Dec. 11, 1921—was commemorated at Greenwich, Conn., where the Radio Club of America Inc. dedicated a memorial to amateur station IBCG, first to shortwave a message across the Atlantic. Special medallions and citations were presented to IBCG pioneers by President O. James Morelock on behalf of the club. Four of the original seven operators attending ceremonies are (l to r): Maj. Edwin H. Armstrong, inventor of FM; George E. Burghard, chairman of Memorial Committee; Paul F. Godley, who operated receiving equipment in Ardrossan, Scotland, on the historic day, and Ernest V. Amy. Special occasion, held Oct. 21, was attended by number of engineers and inventors, as well as radio amateurs and experimenters.

WCOL Joins MBS

WCOL Carbondale, Pa., joined MBS Oct. 27, according to W. Richard Carlson Jr., general manager of the 1230 kc, 250 w station. Affiliation provides Mutual with coverage for the Scranton-Carbondale area, Mr. Carlson said. WCOL is licensed to Carbondale Broadcasting Co.

XUM

NAB BOARD MEET

'Sell Radio' Tops on Agenda

INDUSTRY problems ranging from sales promotion to membership will face NAB's board of directors, meeting in Washington Nov. 15-17, with emphasis likely to be placed on spread of the doctrine that radio offers the best buy per dollar.

Such top-level topics as NARBA, association budget and defense activities will get their share of attention. Judging by pre-meeting discussion and district meeting reaction, however, the membership is most interested in association activities directed at competition from other media as well as impact of television.

For the first time in more than a year the board will be relatively free from hostile membership criticism, if district meetings are a proper criterion. There also will be an easing of the membership crisis that has haunted the association nearly two years.

The series of district sessions, complete with one exception, was marked mainly by demand for expansion of BAB activities and expressions of confidence in the NAB headquarters operation.

Last spring the membership problem approached the critical point when stations resigned in droves, particularly in the low-paying classes, because of an increase in dues and apparent dissatisfaction with the way NAB was operating.

Membership Upward Trend

AM station membership dropped from 1,150 in February to a low of around 940 in August. Now the trend has turned upward, spurred by belief that the headquarters operation is on a businesslike basis. As of last week the NAB membership comprised 951 AM, 389 FM and 42 TV stations, along with 75 associates. This adds up to 1,457 members overall.

Indicative of the trend is the fact that 52 active members joined NAB in the last quarter, three times the number in the previous quarter. A number of larger stations that pulled out of NAB in the last two years have indicated they will return to membership.

An encouraging flow of applications is coming from non-members who have taken part in district meetings, according to NAB headquarters. NAB's new slide film, showing what each department does, has drawn favorable comment, along with work of headquarters' officials who made the nationwide circuit.

The membership drive went into full operation last week when Jack Hardesty, NAB station relations director, started a field trip that eventually will take him into every state. He will make personal calls in hundreds of cities, starting with New York State and Ohio. General Manager William B. Ryan recently made a flying tour into the Midwest and Southwest.

NAB board members have been conducting a quiet membership project, the One Call Club. Under this plan, board members and member station officials are assigned to call on non-members. Results thus far are described as encouraging.

With membership less of a problem, the board will have more time to devote to BAB expansion plans. Robert D. Swezey, WDSU New Orleans, board member and chairman of the board's BAB Committee, will report on the project. BAB has been incorporated and the Swezey committee is scanning the field in search of a big-name president. The committee is expected to meet prior to the board session.

To Report on TV

Mr. Swezey also will report to the board on the NAB TV Committee's first meeting, held Aug. 31-Sept. 1. As committee chairman he will submit committee recommendations. The committee had voiced concern over such topics as theatre telecasting of sports, TV's defense role, proposals for Standards of Practice and work of the special industry committee negotiating a TV contract with ASCAP.

Ben Strouse, WWDC-FM Washington, will submit recommendations of the FM Committee, which met Aug. 7. Most of that session was open to all FM stations, winding up in a series of recommendations calling for easing of FCC transcription announcement requirements; full FM activity by BAB; inclusion in the next industry coverage survey by the new Broadcast Audience Measurement Inc. (see story page 43); inclusion of FM-band tuners on TV sets; increased FM production by set makers.

Glenn Shaw, KLX Oakland, District 15 director, will report for the AM Committee on behalf of Chairman Hugh B. Terry, KLZ Denver. This committee at its Oct. 23-24 meeting demanded that the story of radio's preeminence in the media field be told effectively by NAB and BAB. It recommended that data on audience and facilities be assembled as part of a broad look at the advertising media picture [BROADCASTING, Oct. 30.].

When the three basic committees —AM, FM and TV— report to the board they will present the views of the three basic industry segments. This carries out the media thinking behind the three-committee setup, effected last June by the board on recommendations of General Manager Ryan.

Plans for the 1951 industry convention will be reviewed by the board, after hearing a report by Eugene S. Thomas, WOR-TV New York, chairman of the board's Convention Sites & Planning Committee.

Convention Plans

Judging by present signs the convention, to be held in mid-April, will consist of both workshop sessions and top-level management discussions. The management and engineering sections will be held simultaneously, with some joint gatherings. For the last two years the engineers have met before or after the management meeting.

As usual the board will review the budget, cut nearly $100,000 last spring by Mr. Ryan to its present $700,000 point. This ties into plans for separation of BAB next April 1. At that time 30% of each member's dues will go into BAB for one year, unless the station chooses not to belong to BAB and obtain a 30% discount in dues. The budget report will cover the first half of the 1951 fiscal year, which ends March 31.

Once again the board will have on the agenda plans to redistrict the nation. This would permit a cut in the board's size and ease the travel load on NAB officials during district meetings. Redistricting has been in the works for years and the board has looked at many maps setting up new bracketing of states. Another plan would provide two directors-at-large for AM, FM and TV instead of the 10 present members for large, medium, small, FM and TV stations.

HIGHPOINT in the ceremony marking the debut of WARA Attleboro Mass., operating fulltime on 1320 kc with 1 kw, is plaudit given Manager Keith S. Field (r) by Rep. Joseph W. Martin (R-Mass.), North Attleboro publisher. Other state and city officials participated in the station's dedication. WARA is licensed to Attleboro Radio Assn. Inc.

One possible change in by-laws is expected to come before the board's special By-Laws Committee, headed by Frank U. Fletcher, WARL-FM Arlington, Va. This would set up procedure for special elections to fill board vacancies. At present the board itself elects members to fill vacancies.

Board discussion will include such topics as legislative problems, including pending excise tax legislation; work of BMB; status of NARBA negotiations; proposed trip of NAB President Justin Miller to South America on behalf of the State Dept., tentatively set for February; postponement of meeting of Inter-American Assn. of Broadcasters; National Radio & Television Week activites, including the Voice of Democracy contest.

NPA BUILDING BAN

Harrison Clarifies Order

NPA ADMINISTRATOR William H. Harrison said last week NPA has no intention of adopting policy to halt radio-TV and other presently-exempt type construction now underway, but left the door open for future bans on building if "increasing material shortages" warrant such action. Construction underway at any future date of additional NPA orders probably would not be halted, either, he indicated.

Mr. Harrison expressed regret that this phase of the original order [BROADCASTING, Oct. 30], announcing a ban on construction of new buildings for "amusement, recreational or entertainment purposes," had caused widespread concern. Erection of radio and TV buildings or studios and electronics manufacturing plants were not specifically included in the regulation.

Authorities had expressed concern that it might conceivably affect such construction under a catchall warning which cited the "risk" of being unable to complete present building.

Austin Queries

It was understood that at least one construction firm, the Austin Co., which handles some radio-TV work, had asked Mr. Harrison for a clarification of the issue.

The NPA administrator added later, after issuance of the regulation, that no "specific assurance" could be given that projects already begun may be completed.

The modifying order, released last Tuesday, sets forth NPA policy as follows: "In the event that increasing material shortages clearly indicate the necessity for such action in the national interest, NPA may further limit the commencement of construction of additional types of projects which do not support the defense effort or increase the nation's productive capacity."

Mr. Harrison emphasized that NPA will continue a policy which would not interfere with production

(Continued on page 88)

IOWA SURVEY REPORTS STARTLING LISTENERSHIP!

Average Iowa Family Listens 13 Hours Per Day!

Although much research has been done on the total *amount* of radio listening that occurs in the average home, most studies — whether interviews, telephone surveys or mail questionnaires — have been handicapped by some aspect of their technique. *One result is that the number of total listening hours per day in an average home has been seriously underestimated for many years.*

Now the Diary Study of the 1950 Iowa Radio Audience Survey* reveals some thoroughly reliable and rather startling facts about the amount of listening per Iowa home. It shows that the average Iowa family listens to the radio a total of 13.95 "listener-hours" per weekday! The total is a little less on Sundays but jumps to 15.59 on Saturdays!

These figures were compiled from 48-hour diary records voluntarily kept at the time of listening by family members of 930 Iowa homes. They include *all* the listening to *all* sets in the home by *all* members of the household over four years of age. Here is the breakdown:

NUMBER OF HOURS AVERAGE IOWAN SPENDS LISTENING TO RADIO, DAILY

(Figures are in hours, being total hours reported, divided by number living in Diary homes)*

	TOTAL, (Average Home)	Average Woman Over 18	Average Man Over 18	Average Child 12-18	Average Child 4-11
Average Weekday	13.95	6.67	4.05	2.61	2.91
Saturday	15.59	6.60	3.80	3.44	3.72
Sunday	13.52	5.86	4.35	4.41	4.19
Weekdays:					
Urban homes	13.24	6.15	3.87	2.79	3.48
Village homes	12.51	7.20	3.84	2.54	2.41
Farm homes	15.47	7.10	4.27	2.52	2.62

*A total of 100,294 different "Listener-quarter-hours" are represented in the figures.

Aside from the impressive totals, there is added significance in the fact that of the 13.95 weekday hours of listening, 6.67 hours were registered by the average adult woman and 4.05 hours by the average adult man. In other words, *less than a quarter of the total listening recorded in Iowa homes is done by children under 18 years of age!*

WHO, of course, continues to get the greatest share of Iowa listening. Out of 57 Iowa AM stations, WHO is "listened-to-most" by 37.5% of Iowa's radio families, daytime, and by 43.9%, nighttime.

The 1950 Edition of the Iowa Radio Audience Survey contains many new and important facts about listening habits in general and Iowa in particular. Write for your free copy, today!

48-HOUR DAIRY PROVEN RELIABLE

The reliability of the 48-hour, diary-type radio survey used in the 1950 Iowa Radio Audience Survey was established by a study conducted in January, 1949, by Dr. Arthur Barnes of the State University of Iowa. He obtained a ten-day diary record from 368 families in 41 Iowa counties. A careful comparison of the first three days of listening with each corresponding day of the week (eighth, ninth and tenth days of the diary) showed no tendency on the part of diary families to "listen more" when the diary was first started.

*The 1950 Iowa Radio Audience Survey is the thirteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews with 9,110 Iowa families and diary records kept by 930 Iowa families — all scientifically selected from Iowa's cities, towns, villages and farms. It is a "must" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.

National Representatives

Baseball Outlook

(Continued from page 23)

meets quarterly, are Bill DeWitt, president of the St. Louis Browns; Frank Shaughnessy, president of the International League; Mr. Trautman; Comr. Chandler; Presidents William Harridge of the American League and Ford Frick of the National; Herman D. White, president of the Northern League; Charles Hurth of the Southern Assn., and Frank E. McKinney, former head of the Pittsburgh Pirates and president, Universal Broadcasting Co., Indianapolis (licensee, of WISH).

After Mr. Finch had his inning, Mr. McLendon, who often handles play-by-play for LBS baseball broadcasts, issued a denial, emphasizing major league broadcasts have beneficial rather than adverse effects on minor league attendance. He promised to prove his stand in a forthcoming report based on a personal survey, and to present it to both major and minor league officials.

Mr. McLendon also put aside Mr. Finch's assertion that the quality of play of major league teams is often overemphasized by announcers, thus causing a let down among spectators at minor league parks. He said it wouldn't be to the best interests of baseball if a dull picture of play was presented. He was quoted: "We simply endeavor to give a correct picture of what's going on."

Take to Justice Dept.

Also revealed by Mr. Finch are plans of the minor league spokesmen to carry their anti-major league broadcast fight to the Justice Dept., requesting a review of the recommendation last year which led to a modification of professional baseball's policies on broadcasting and telecasting [BROADCASTING, Oct. 31, 1949.]

The Justice Dept. at that time said the changes were made to eliminate "the causes of complaints" by broadcasters of restrictive practices. The announcement followed investigation by the agency and talks with baseball interests.

Easing of baseball rules mainly affected restrictive practices employed in territories where minor league clubs operated. With limitations—providing a minor league club is not playing at home—major league games may be broadcast in those areas.

While Mr. Finch's survey includes television effects on box office, apparently hasty conclusions are hard to reach since there is no mention of video in his statement. However, it is expected that data will be compiled on this subject following study of the survey in greater detail.

An independent survey of television effects on nighttime home games in the Boston area was reported to have been the cause of the Braves decision to reduce by 25 the number of telecasts. According to Braves headquarters, the survey includes research into all attendance figures dating back some five years, taking into account weather conditions, pitching averages of starters, records and standings of visiting and home club at game time.

Plan Further Survey

It was asserted that questions put to individual home owners with TV sets asked by delivery men (briefed on what to ask by the surveyors), brought answers in the two areas canvassed which pointed to a stay-a-way-from-the-park move when weather conditions were bad.

Braves officials expect to survey further, placing emphasis on a close watch of attendance figures for each nightgame played at Braves Field. Study will concentrate on comparisions of telecast games and those not picked up by cameras. Comparisons also will be made of last year's data with those of this year—the difference being the reduced number of telecasts permitted. New policy was formed in Boston when Braves officials noted a sag in attendance from over a million in 1949 to less than a million last season.

LIBERTY Broadcasting System airing all Los Angeles Rams professional football home games on 300 stations throughout country with exception of California. Network also carrying all USC and UCLA home games for balance of season.

FOR MORE AUDIENCE
AT LESS COST
WITH HIGHER POWER
AND GREATER RESULTS
→ *See Centerspread This Issue* ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

Truman Plot

(Continued from page 27)

outlet, gave a recap at 11:05.

WNBW (TV), NBC outlet, broke into the Kate Smith TV program with first bulletins and interviews by Commentator Robert McCormick. Six minutes of the film also were used on the *Camel Caravan* and repeated locally at midnight. Stills also were utilized.

NBC's AM station, WRC, flashed the shooting at 2:30 with Ken Ludlam doing commentary. At 3:15 p.m. Mr. Bougholtzer, aided by Jay Royen and Leif Eid, voiced a quarter-hour report of eye-witness accounts from Blair House.

WTTG (TV), DuMont TV Network Washington station, flew George Putnam up to New York to give a report on the network's *Broadway to Hollywood* show. International News Photo pictures were shown.

Liberty Broadcasting System, through its new Washington affiliate WOL, carried personal accounts by George Campbell and Arthur MacArthur, Liberty staffman who was at Blair House, beginning at 3:30 p.m. and continuing through a 7 p.m. roundup with Mr. MacArthur, tape-recordings and an interview with Harvey Georgs, AP photographer.

WASH-FM fed coverage to the Continental FM Network as well as Mutual with an interview of Mr. Wagner by Nelson Griggs. Station's coverage was piped separately to listeners of Continental FM Network on the network's regular 7:45 p. m. newscast. Interview with Secretary Ross also was presented.

WWDC AM-FM carried a running account for four hours during the afternoon, increasing its already heavy newscast schedule. WWDC-FM, Washington Transit Radio Inc. outlet, jumped its news programs from two to three per hour and, additionally, gave transit riders information relating to car routes closed by the Blair House shooting. WWDC claims it broke the story at 2:29 p.m. over AM-FM. Dennis Sartain, WWDC news director, Ken Evans and Herman Paris, all took part.

WGAY Silver Spring, Md., also gave outstanding coverage despite its remote location off the District line and partly because of some good tips. Ernest Tannen checked with the police department after Mark Foster, WGAY salesman, phoned in the story. Another source was a Washington taxicab driver. First flash went on at 2:22 p.m., seven minutes after the gun battle, station claims.

WINX interrupted its *Sports Parade* throughout the course of the afternoon to air bulletins written on the basis of wire reports. WQQW carried news programs about every half hour until about 6 p. m. Other Washington stations also kept their listeners well informed.

In Review

(Continued from page 26)

ladies and gentlemen," he intoned, "the Chinese are in and where it will end, no man knows." On that cheerful note he left the air, presumably to go brood in a dark sanctuary.

It remained for Mr. Murrow to clear up in a sentence a confusing report of a resurgence of enemy air activity in Korea. The commentators preceding him on the air had only mentioned that there was a sudden reappearance of enemy air activity. Mr. Morrow, like any good reporter, specifically said that eight hostile planes had been shot down, a statistic that was needed to define the extent of the opposition.

It turned out, in later dispatches from Korea, that 11 planes had been destroyed, but at least Mr. Murrow was reporting the exact news of the moment.

Mr. Murrow, who is not a hysterical man, summed up the clumsy attempt on the President's life by relating an anecdote he generously attributed to Bennett Cerf, the wit and publisher.

It seems that Calvin Coolidge awakened from a nap aboard the presidential yacht cruising on the Potomac and asked: "Is the country still here?"

"It was," said Mr. Murrow, "and it is."

Commercials on all the programs save Mr. Heatter's were presented as distinct from the news. Mr. Heatter is still reading a middle commercial himself, without noticeably changing his style from whatever news item precedes it.

Mr. Heatter's Wednesday sponsor is Bell-Tone, a hearing aid, which Mr. Heatter recommends to those who suffer "the loneliness and emptiness" of being deaf. In some ways, Mr. Heatter, deafness can be a blessing.

QUICK BUY

Brings Results on WIP

TIME purchased on WIP Philadelphia by a Ford dealer of that city to get a message across to the public resulted in a "four times better day" than any other previous weekend and the same arithmetical margin when comparing results with other local dealers, it is reported.

When the dealer—John B. White—heard about new regulations cutting buying on credit from 21 to 15 months, he wired his agency, J. Cunningham Cox, Philadelphia, to advertise Oct. 21 to the public that it had but one day to act before the deadline.

The agency called a WIP salesman at his home—as offices were closed for the weekend—and within an hour, three programs were scheduled for that same evening: News shows, 6:15-6:30 p.m. and 7:15-8 p.m., and a half-hour record show, 8:30 p.m. An hour after the first program was aired, the auto firm, keeping doors open until 10 p.m. (and 11 p.m. the following night), called in additional sales help to take care of buyers.

Let's talk about

WOAI

HERE ARE THE FACTS: WOAI is the ONE completely dominant advertising medium in the prosperous San Antonio-South Texas Area. The August-September Hooper Index, for example, shows WOAI leading the second San Antonio station by 113% more audience locally in total rated time periods! An example of WOAI's vast audience superiority in the South Texas Area is indicated by this BMB fact: in counties within a 60-mile radius of San Antonio, WOAI tops all local stations in their home counties — while also leading all San Antonio stations in these counties — both day and night! BMB shows WOAI as the only San Antonio station with listeners in Austin (now Texas' 5th market), where WOAI delivers a BMB total weekly audience of 82% day and 80% night.

No wonder WOAI sells more merchandise to more people in South Texas than any other advertising medium — and at lower cost!

THERE IS NO SUBSTITUTE FOR WOAI IN THE SOUTHWEST

NBC-TQN

Represented Nationally By

EDWARD PETRY & COMPANY, Inc.

New York • Chicago • Los Angeles
St. Louis • Dallas • San Antonio
Detroit • Atlanta

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

You, too, can Pick a Winner in Peoriarea

5
DEC.
10
1950
2

BMB

WMBD is the pick of the field — a favorite that alone gives you effective coverage in the rich Heart of Illinois market . . .

Many radio advertisers gauge BMB measurements on the basis of 50% coverage or better. The latest BMB study proves that WMBD is such a favorite in 6 out of the 14 daytime counties covered by WMBD. DAY and NIGHT, WMBD alone does an effective job in ALL of Peoriarea.

Compare before you buy . . . ask FREE and PETERS for the COMPLETE WMBD story!

AM WMBD FM
PEORIA
CBS Affiliate • 5000 Watts
Free & Peters, Inc., Nat'l. Reps.

upcoming

- Nov. 9: Annual fall meeting Chesapeake AP Radio Assn., Emerson Hotel, Baltimore.
- Nov. 9-10: Sigma Delta Chi National Convention, Sans Souci Hotel, Miami Beach, Fla.
- Nov. 10: Michigan AP Broadcasters Assn. meeting, Lansing.
- Nov. 15: House Ways & Means Committee Hearing on Excess Profits Tax, New House Office Bldg., Washington.

Fight Anti-Radio Bills

(Continued from page 25)

ducted by Mr. Gluck. On the panel with him were J. Frank Jarman, WDNC-FM Durham, N. C.; Frank U. Fletcher, WARL-FM Arlington, Va., and Ben Strouse, WWDC-FM Washington, NAB directors-at-large for FM; and Ed Sellers, director of the NAB FM Dept.

Mr. Gluck said the AM spectrum was being "nibbled at" by Mexican and Cuban stations that won't be satisfied with grabbing a couple of U. S. clear channels because they regard this country as "fair game." He recalled that some FM set patents expire next month. "Some day FM will take its proper place in the broadcast picture," he said. "It may be sooner than you think. We sell a lot of sets in North Carolina."

Mr. Jarman said WDNC has separated FM part of the time and quickly sold Liberty network baseball on FM. He said the station will have two complete operations soon. "You've got to program separately to sell sets," he said. "One department store sold 550 FM sets in two days to listeners who wanted baseball. Our FM is now in the black."

AM advertisers didn't object to the operation, he said. FM is sold at half the AM rate.

Mr. Fletcher declared WARL can't sell its FM separately in the highly competitive Washington, D. C., market.

Mr. Sellers discussed dealer problems in obtaining sets from distributors and said Radio-Television Mfrs. Assn. probably would be unable to supply detailed figures on FM set production distribution.

John Dunnagan, vice president of Liberty Broadcasting System, recently with the North Carolina-South Carolina Zenith distributor, said there is an extensive demand for FM sets east of Asheville and distributors cannot get enough receivers to meet the demand. In many cases dealers are on allocation for FM sets. He said demand for radio sets is five times as large where there is FM service in the two states but explained that dealers do not like to carry large stocks.

Mr. Strouse said he hopes WWDC-FM will operate in the black this month. The station has transit and functional services. He said it is three times as tough to sell FM, including transit, as it is to sell AM.

Test Survey

(Continued from page 28)

stra College; Lawrence Deckinger, director of research, Biow Co.; H. M. Beville Jr., NBC director of plans and research; Herbert D. Krueger, commercial manager, WTAG Worcester,

Dr. Baker, chairman of the committee, said that the group is bending every effort to complete its blue-print of the kind of surveys it deems necessary to provide the industry with a proper guide for audience measurements by Nov. 20, when the newly organized industry research organization, Broadcast Audience Measurement Inc., successor to BMB, is to hold its first board meeting. His committee, he said, wishes to make full report to the BAM board, which may then decide to put into action the proposals of the special group.

Mr. Breyer's initial proposal that the study be financed jointly by the Hooper and Pulse organizations was discarded when the decision was reached to expand the test survey beyond its original scope.

Although the committee is in general agreement as to what should be done, the task of detailing its requirements of how and where and when is "unbelievably complicated," Dr. Baker reported, adding that with all his research experience he had been startled at the many involved statistical and measurement angles that must be considered.

The committee will bend every effort to complete its first draft before Nov. 20, he said, meeting again probably during the week of Nov. 13 and in the interim exchanging ideas by mail. The committee's job is complicated, he noted, by its volunteer nature, its members taking time away from their own business duties to serve the industry welfare without reimbursement for expenses, let alone for their counsel.

Last Thursday's meeting at BMB-BAB offices in New York was attended by Messrs. Baker, Beville, Chappell, Deckinger, Krueger and Wilbor. Mr. Avery and Mr. Manchee were both out of New York on business that day.

In 5 clinical surveys, KFMJ outsells Tulsa newspaper advertising 3 to 1 in dollar volume, actual sales. Ask us for details. KFMJ, the Fred Jones Station, Tulsa, Okla. One of America's top independents. Lawson Taylor, Mgr.

AD FREEDOM

Theme Espoused at AFA Session in Dallas

WARNING against possible moves "to deny American business the freedom of advertising" in the emergency period at hand was sounded at the 10th (Southwest) District, Advertising Federation of America, convention held in Amarillo, Oct. 22-24.

Whereas advertising rendered outstanding service in World War II, and recognizing its tremendous power to vitalize the forces of Democracy in the present emergency, we hereby pledge our full support to the Advertising Federation of America in combating any curtailment of the right to advertise.

Whereas advertising is the foundation of the American free press and radio, and whereas advertising is one of the primary targets of Communism, the Advertising Federation of America is strongly urged to be doubly alert and to strongly resist any attempt by legislation, administrative ruling, and/or interpretation to use the present crisis as an entering wedge to deny American business freedom of advertising.

Whereas, the Advertising Federation of America is the voice of organized advertising, and recognizing that the ultimate effectiveness of AFA action stems from the grass roots level, therefore, we urge all Tenth District advertising clubs and strongly recommend that all other districts be alert to these dangers in their own communities and that they promptly inform the Federation of any attempt to abridge the freedom of advertising at any time.

Not only do we urge that all governmental restrictions on free advertising be resisted, but we further recommend that the United States Government employ the principles of American advertising in its relations with other nations so that the benefits which advertising has brought to the American people may be spread throughout the world.

Explaining the resolution, T. J. McHale, newly elected executive secretary of the 10th District, said it was aimed against any clamping down on management's right to advertise when more of the country's business is done under war contracts.

"We don't want to see anybody in Washington curtailing advertising by denying it to be a legitimate business expense and necessary operating cost."

Mr. McHale is president of the Dallas Advertising League, which presented the resolution.

Newly elected president (governor) of the district is A. B. Penny, Humble Oil Co., Houston. Other officers are Dale C. Rogers, Tulsa, first lieutenant governor, and Curtis Taulbee, Fort Worth, second lieutenant governor.

Speakers included H. L. Nicol, director, radio and television advertising, General Electric Co., Schenectady; Roy Bacus, commercial manager, WBAP-AM-FM-TV, Fort Worth; Edward R. Dunning, vice president, N. W. Ayer, New York, and T. W. Braun, Braun & Co., Los Angeles.

RWG PAY BOOST

Chicago Night Rate Higher

NEW CBS Chicago contract with Radio Writers Guild provides for what is believed to be the first night differential rate of pay, which gives more money to new staff writers working night hours. They get an average of $10 more per week than those on daytime schedules.

Attorney Irving Meyers also gained for RWG a salary raise averaging $45 a month per person, and a credit line at the end of each WBBM-CBS news show, saying the news was edited and written by the station's news staff. The CBS contract is retroactive to Sept. 1 and expires Aug. 31, 1952. A wage reopener clause is effective Sept. 1, 1951. RWG contracts cover seven writers at CBS. Separate contracts have been negotiated for six writers at NBC and four at ABC.

BRANHAM MEET

Clinical Review Held

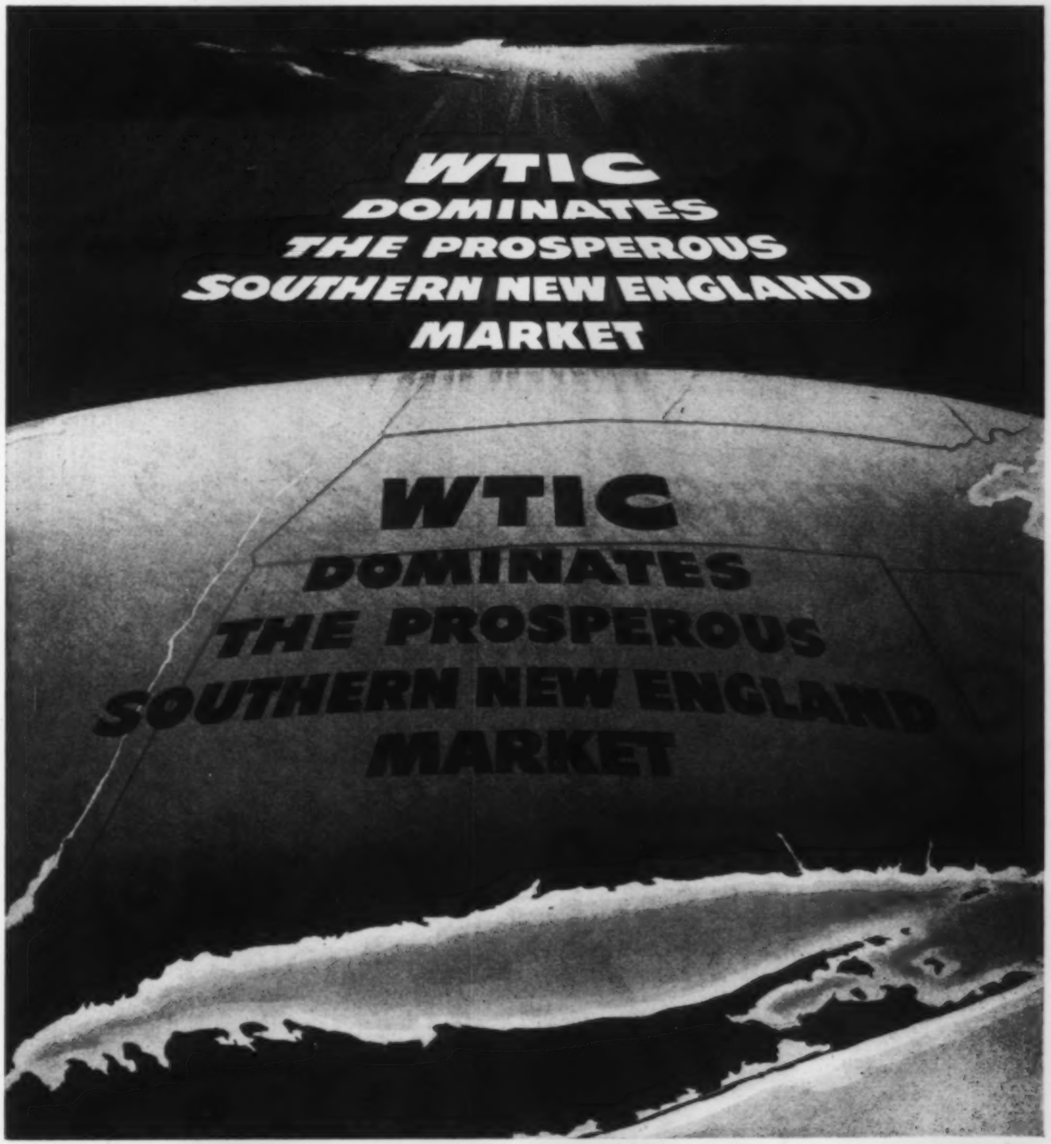
INFORMAL look at advertising problems of mutual interest was taken at the Branham Co., national station representative, one-day clinic Oct. 25 in New Orleans, coincident with the District 6 NAB meeting.

Leading Southern agency and advertiser executives met with Branham affiliate station executives from Tennessee, Alabama, Arkansas and Louisiana. Among those attending were:

Miles Kehoe, Lawrence Ramsey and Herbert Schneideau, Wesson Oil & Snowdrift Sales Co.; Sam McGee and Marshall Powell, Lipton Tea Co.; Aubrey Williams, radio director, Fitzgerald Adv.; Robert Kottwitz and Bill McHugh, Robert Kottwitz Agency; Helion Dickson Jr., Stone-Stevens Inc.; P. J. Stakelum, Moise Bloch, Charles Bloom and A. Camus, Walker Saussy Adv.; Harry S. McGehee, Bauerlein Adv.

Granville Sewell and Ronnie Claire, Sewell-Thompson Adv.; L. K. Nicholson, John F. Tims Jr. and T. J. Adams, New Orleans *Times Picayune* (WTPS); Bob Wehrmann, manager, and Jack O'Meallie, WTPS commercial manager; Manager Henry Clay, Assistant Manager B. G. Robertson, Program Director Horace Logan and Fred Watkins, local sales manager, KWKH Shreveport; Jack Wolever, manager, and Bob Brown of KTHS Hot Springs; Henry Slavick, manager and Earl Moreland, commercial manager, WMC Memphis; Bill Carlier, WRBC Jackson, Miss., manager; Dewey Long, WABB Mobile manager; Sid Nichols of Memphis, George Harding and Sloane McCauley of Dallas, all Branham executives.

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
The Nation's Richest Farm Market
Local Retail Sales, 1949, 18% above the Nation's Average—1950—higher.
WTTN WATERTOWN, WISCONSIN


WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET
WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

Paul W. Morency, Vice-Pres.—Gen. Mgr. **Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.**
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

WINDOW DISPLAYS
WMIN Plans Two Monthly

WMIN St. Paul, Minn., has set up a special window display department under the sales promotion manager. Each month the new department will handle displays in windows of two business firms advertising on WMIN.

The series was launched with a medical display in the window of a local drug house. Included in the display was a sign calling attention to *Drama of Medicine*, sponsored by the firm on WMIN. Second display for the month was in the window of an appliance shop and featured a music motif.

Listen To The
DRAMA OF MEDICINE
A Tribute To Your Doctor
Station WMIN
EVERY SUNDAY
5:45 to 6:00 P.M.

One of the displays prepared by WMIN's new window display department.

* * *

NARND AGENDA
Dr. Baker To Address Nov. 16-18 Meet

LARGEST attendance in the history of the National Assn. of Radio News Directors is expected at the organization's Nov. 16-18 fifth annual convention at Chicago's Hotel Sherman [BROADCASTING, Oct. 30], according to Jack Shelley, WHO Des Moines and NARND president.

With the setting up of panels and addition of Dr. W. R. G. Baker, vice president, General Electric, as speaker, the agenda is about complete, although another speaker may be scheduled by Ben Chatfield, WMAZ Macon, in charge of convention programming, Mr. Shelley said.

Three panels scheduled will throw open discussions on the newsman's relations with doctors and hospitals, crime news and radio news research. Moderating the latter panel is Mitchell Charnley, journalism professor at the U. of Minnesota. Various phases will be presented by Earle Smith, KMBC Kansas City; Sheldon Peterson, KLZ Denver; Charles L. Swanson, Minnesota School of Journalism; Arthur M. Barnes, Iowa School of Journalism.

Panel on crime reporting will be led by Mr. Smith of KMBC with the following taking part: Bruce Barrington, KXOK St. Louis; Ron Cochran, WCOP Boston; Fred S. Seibert, U. of Illinois and assistant to FBI Director J. Edgar Hoover.

Third group on the medical phase of news reporting will have Russ Van Dyke, KRNT Des Moines, at the helm with speakers including C. J. Foley, American Hospital Assn.; Dr. George F. Lull, secretary-general manager, American Medical Assn., and Annie Laurie Crawford, assistant executive secretary in charge of public relations, American Nurses Assn.

Dr. Baker will address the convention on "The Future of Radio and TV." Conventioneers also will see a demonstration of Phonevision by Comdr. E. F. McDonald Jr., Zenith Radio Corp. president. Program also features speeches by top military spokesmen and leaders in the news field.

Leo Leaving NSRB

STEPHEN F. LEO, special assistant to Chairman W. Stuart Symington of the National Security Resources Board, will resign from government service sometime next month to join a St. Louis consulting engineering firm. Mr. Leo assisted Mr. Symington on broad mobilization problems, including responsibility for communications, since he left the Air Force where he had been public relations director. He will accept a vice presidency with Sverdrup & Parcel.

ABC Co-op Sales Up

ABC co-operative program sponsorship has increased by 25% over the last year, Co-op Dept. Manager Ludwig Simmel announced last week. He said a survey taken Oct. 28 shows a net increase of 166 sponsors during the preceeding year, bringing the current total to 808.

AFRA STRIKE?
Members Okay Authority

A SHORT-NOTICE strike against the networks by the American Federation of Radio Artists became a possibility last week, when a membership meeting in New York voted authority for its negotiators to call a strike at any time. The AFRA contracts with the networks expired Oct. 31.

Spokesmen for the networks expressed confidence, however, despite the current gap between offers and demands, that agreement would be reached without a strike.

AFRA is understood to have agreed to the negotiating of staff announcer contracts in the various cities, rather than standardized contracts negotiated from New York. The New York contract, when one is agreed to, is expected nevertheless to be followed closely in other cities.

5000 WATTS
1320 kc

KELO

NBC Affiliate

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

100 GRAIN BELT COUNTIES

in South Dakota — Minnesota — Iowa are served and sold by **KELO** — including Minnehaha County (home county) — the only county in North or South Dakota with retail sales in excess of 100 million dollars.*

* Sales Management, 1950

Represented Nationally By THE JOHN E. PEARSON CO.

LOW-POWER FM

Oral Argument Held On 10-w Proposal

ORAL ARGUMENT on proposals to extend low-power FM station privileges to non-profit, tax-exempt institutions such as churches and similar groups was held before FCC last Monday. Such outlets would be 10-w noncommercial stations similar to those allowed to educational organizations.

The long-pending joint petition of the Radio Commission of the Southern Baptist Convention and the executive board of the Baptist General Convention of Texas, which requests FCC to allow 10-w stations throughout the commercial FM band where assignable, was reviewed by Leonard Marks, Washington counsel. He explained the Commission already has held religious organizations eligible to be licensees and should rule on other qualifications on a case-to-case basis.

Such low power stations, Mr. Marks argued, will boost FM set demand and make it economically possible for hundreds of small communities to have their own local medium of expression. Granting such stations, "representative of community life," he said, would be in the public interest. Sufficient FM frequencies also are available, he noted. Extensive opportunity for broadening tolerance, understanding and education would be provided, Mr. Marks stated.

It was indicated the Baptist groups already are interested in establishing several hundred such stations throughout the South.

Rev. Everett C. Parker, director of the Protestant Radio Commission, pointed out that cost has prohibited any extensive work in the radio field up until now. He was extensively questioned by Chairman Wayne Coy on whether such stations would be used for interdenominational attacks or would permit atheists to speak.

Rev. Parker indicated personal attacks do nothing for religion as a whole. He said he didn't know where to draw the line as to who could speak on the air, but felt perhaps only those who were "subversives" should be denied air time. Atheists should be given time if they represent a sufficient interest in the community, he said.

Chairman Coy expressed the view the greatest need for these low power stations might be to permit broader airing of local political and community issues.

Frank Stollenwerck, Washington attorney representing the University Baptist Church of Baltimore as well as the Gospel Fellowship Assn. and the Christian and Missionary Alliance, told FCC the "legal privilege" of making such stations specifically available will provide the "practical opportunity" which will stimulate many applications. He also outlined the wide scope of organizations other than churches which would be eligible for low power stations.

Rorer's Viewpoint

Dwight Rorer, counsel for the First Congregational Church of Hackensack, N. J., said the low-power station privilege would put radio on a local service par with the little town newspaper. He saw widespread interest generating in the religious and allied fields if FCC approved such stations.

RWG SALARIES

Networks Agree on Scales

PROSPECT of a Radio Writers Guild strike against the networks vanished last week, as the parties agreed upon salary scales at a meeting in New York just under the Oct. 31 strike deadline.

Scales to Vary

Although the new scales vary from network to network, and no details have been released officially, they reportedly include weekly minimums of $130 for senior continuity writers and for senior news writers, and $140 for editors.

The new salary rates are understood to be contingent upon further agreement by the parties as to items remaining open, such as vacations, severance pay, and seniority. Negotiations on these matters will continue at a meeting this week.

'OPEN HOUSE'

Wincharger Marks 15th Year

CELEBRATING its 15th anniversary, Wincharger Corp., Sioux City, Iowa, subsidiary of Zenith Radio Corp., recently threw open its plant doors to some 3,000 visitors, including leading personalities of the entertainment world. Firm manufactures radio sets, antennas, antenna towers and other equipment.

"Open House" activities comprised tours of Wincharger's production lines, and displays of Zenith's latest radio and television models. A loud speaker system provided audio background for the 45-minute tours conducted by well-briefed guides. Additionally, the company stressed its record of efficiency and technical accomplishments, and incentive system of compensation.

Radio-stage-screen personalities, appearing in the city's Civic Auditorium, included Andy and Della Russell, Gil Lamb, Borrah Minnevitch and his Harmonica Rascals, Lou Breese, and others. The Russells presided over a special luncheon for area radio and press representatives and gave an impromptu performance.

The Branham Network
SAN FRANCISCO
LOS ANGELES
CHICAGO
DETROIT
NEW YORK
ST. LOUIS
CHARLOTTE
MEMPHIS
ATLANTA
DALLAS
10

Branham offices representing Radio and Television Stations

THE BRANHAM COMPANY

To a businessman with a driver's license and no Cadillac

(This is not a *Cosmopolitan* contest ad)

Once upon a time there was an Iowan* who knew very well the answer to an old riddle. There was no doubt about it: The chick came first with him because he owned a fertile hatchery. *(Everything is fertile in Iowa. The average Iowa acre grosses between $4.50 and $5 cash per month. Acre for acre it's the best in the U. S.)*

Since the going price for chicks is around $150 per M, and his hatchery hatched chicks by the M's, this Iowan had a lot of eggs in one basket.

There's a Musical Clock on WMT wound by a guy named "Howdy" Roberts. He got to brooding about the chicks and hatched a fowl commercial. For chicken-feed ($43.30 per 1/4-hour on a 52-time basis) he egged on WMT's listeners. They scrambled to their phones *(more farms in Iowa have telephones than in any other state)* and ordered 23,000 chicks after a single 1/4-hour program.

The Iowan bought a new Cadillac.

Ask the Katz Agency man to show you how WMT puts you in the driver's seat in Eastern Iowa.

WMT
CEDAR RAPIDS

5000 WATTS

600 KC

DAY AND NIGHT

BASIC COLUMBIA NETWORK

**We've always wanted to run an ad that said "Name on request" just to see if anyone would request it. On the other hand, if nobody did (though why they should is arcane) the agency might look bad. Why take chances? His name is Mr. Vance McCray.*

ABC SEPARATION

Conrad, Moore Appointed

FURTHER separation of ABC West Coast radio and television branches [BROADCASTING, Oct. 30] became effective last week with appointments of Francis H. Conrad, supervisor of ABC Western Division station relations department, as Western Division director of radio and manager of the ABC Los Angeles outlet KECA; and Richard A. Moore, director of television of ABC Western Division, as manager of KECA-TV.

Announcement was made by Frank Samuels, ABC Western Division vice president, following week-end conferences with Robert E. Kintner, ABC president. Mr. Kintner was on a 14-city trip attending ABC affiliated stations meetings.

Both men will continue their present duties in addition to the new appointments. Mr. Conrad joined ABC in 1944 when it was the Blue Network. Prior to that he had been in the NBC New York sales department and a timebuyer with McCann-Erickson, New York.

Mr. Moore first joined the network in 1946 as a New York attorney. In 1948 he transferred to the television division, going to the West Coast to head up operation of KECA-TV and KGO-TV San Francisco.

During his Hollywood visit, Mr. Kintner, due back in New York today (Monday), made it clear that he felt radio is still the "greatest medium in advertising and news reporting" and that the policy of dividing network operations into two separate divisions was being done to restress the importance of radio.

On the subject of television, he stated that it was most important and that the network was making great forward strides in it. "We do not believe," he said, "that television will put radio out of business any more than radio has put newspapers out of business."

WKRC Aids School

FACILITIES of WKRC-AM-FM-TV Cincinnati are being used for the newly-announced radio and television courses now being offered for the first time in the history of the Conservatory of Music in that city. Hulbert Taft Jr., executive vice president, Radio Cincinnati, said the courses, carrying full credits, are under the direction of Bill Fredericks, senior announcer-producer at WKRC. Series of lectures are being given by stations' executives, including: Mr. Taft, Manager Herman Fast, Sales Manager Joel Stovall, Program Director Paul Shumate and Byron Taggart, m.c. of many WKRC shows.

FOR SEVENTH consecutive season, five concerts of Springfield Symphony Orchestra to be carried by WBZA-FM Springfield, Mass.

KEIO Sells Idea

AN IDEA sold to the Hotel Bannock by KEIO Pocatello, Ida., is providing a public service in the community, according to the station. The hotel turns over its banquet hall one night a week to youngsters for dancing to the band of Gene Burton, former saxophonist and arranger for Horace Heidt. In return, the hotel is promoted by KEIO with the airing of four 15-minute segments, called *Friday Night at the Bannock*, and featuring the band. First program was Oct. 27. Food, coffee and soft drinks are available at the new night spot for teen-agers.

KYMA PREPARES

For Dec. 1 Target Date

NEW BUILDING to house studio-transmitter and office facilities for KYMA Yuma, Ariz., is nearly complete, according to Albert Johnson, manager of Salt River Valley Broadcasting Co., owner of KYMA and KOY Phoenix. Mr. Johnson, who also manages the Arizona Network, said the new station is scheduled to take the air on 1400 kc with 250 w about Dec. 1 [BROADCASTING, Oct. 30].

Mr. Lindsey

New Western Electric transmitter and console equipment is now being installed, the station reported. Stancil-Hoffman tape recorders will be used for flexibility in network and local program service. John Blair & Co., representative for the other Arizona Network stations, will represent KYMA.

Mr. Johnson said KYMA's coverage in the area will "round out the state-wide service" provided by the regional network. Station's new general manager, who will begin his duties Nov. 6, is William L. Lindsey, formerly program director of KLAS Las Vegas. KYMA also will affiliate with Mutual-Don Lee.

ROY THOMPSON

WRTA

25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.

ABC 1240 KC

Altoona, Pa.

Represented by
ROBERT MEEKER ASSOCIATES

BAM DIRECTORS

First Meeting Set Nov. 20

STEPS to set up a new industry measurement service as successor to BMB will be taken Nov. 20 at the first board meeting of Broadcast Audience Measurement Inc., to be held at BMB headquarters in New York.

First job of BAM, incorporated last summer by the BAM Organizing Committee, headed by Henry P. Johnston, WSGN Birmingham, will be to elect permanent officers.

When organizational work is out of the way, BAM will settle down to a study of the entire radio-television research situation. The Nov. 20 meeting will have before it a report by the special committee studying research uniformity under direction of Dr. Kenneth H. Baker, NAB research director. This committee met Thursday in New York to draw up a report (see story this issue).

Most of BMB's second radio coverage study has been completed, with BMB operating a skeleton office to take care of orders. Dr. Baker has directed BMB as acting president for more than a year.

Members of the BAM board of directors are:

Affiliated Stations—Paul W. Morency, WTIC Hartford; Frank King, WMBR Jacksonville, Fla.; Merrill Lindsay, WSOY Decatur, Ill.

Unaffiliated Stations—Howard Lane, WJJD Chicago; J. W. Woodruff Jr., WRBL Columbus, Ga.; Herb Hollister, KBOL Boulder, Col.

Television Stations—George Burbach, KSD-TV St. Louis; Clyde W. Rembert, KRLD-TV Dallas; Norman Chandler, KTTV (TV) Los Angeles.

FM Stations—Henry Johnston, WSGN-FM Birmingham.

Advertisers—Joseph Allen, Bristol-Myers Co., New York; A. H. Halverstadt, Procter & Gamble, Cincinnati; Howard Chapin, General Foods, New York.

Advertising Agencies—Richard Grahl, Wm. Esty & Co., New York; Melvin Brorby, Needham, Louis & Brorby, Chicago; Leonard T. Bush, Compton Adv., New York.

Networks—Ernest Lee Jahncke Jr., vice president, station relations, ABC; Robert A. Schmid, vice president, advertising, promotion, research & planning, MBS; Hugh M. Beville Jr., director, planning & research, NBC.

NEW STUDIOS

Mark KXLY's 28th Year

NEW STUDIOS of KXLY-CBS Spokane were visited Oct. 16 by an estimated 1,500 persons, helping to celebrate the station's 28th year of operation and its opening of a new radio-TV center at 315 West Sprague Ave. Move was described as first step in the station's preparation for eventual television.

Highpoint of the celebration was a full-hour participation show. KXLY, operating on 920 kc with 5 kw, is licensed to Symons Broadcasting Co.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
WBAL

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK SEPTEMBER 24-30, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK			
1	1	Lux Radio Theatre (CBS)	18.1
2	5	Godfrey's Talent Scouts (CBS)	14.6
3	2	My Friend Irma (CBS)	14.1
4	11	Mr. Chameleon (CBS)	13.5
5	3	Walter Winchell (ABC)	13.4
6	10	Mr. and Mrs. North (CBS)	13.4
7	24	Life with Luigi (CBS)	13.0
8	18	Dr. Christian (CBS)	13.0
9	9	Mr. District Attorney (NBC)	12.7
10	4	Jack Benny Show (CBS)	12.3

Copyright 1950 by A. C. NIELSEN CO.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

LOBBY REPORT

Danger, House Group Says

EXPANSION of pressure politics may challenge the very existence of representative government, according to the House Committee on Lobbying Activities which has released a 67-page report on the controversial subject.

Democrats on the committee, headed by Rep. Frank Buchanan (D-Pa.), signed the report which did not bear signatures of Republican members who have clashed frequently with Rep. Buchanan during hearings. The probers, finding lobbying a "billion dollar industry," emphasized the harboring of "very real" dangers to the legislative process of Congress.

To offset heavily financed pressure by private groups, the committee looked at the following alternatives: Government backing of poorly financed groups; formal placing of organized groups in the legislative process; streamlining of both legislative and administrative procedure in government; stronger political parties and discipline; more information on lobbying and lobbyists. Of the varied ways discussed, gathering of more information was most favored. Rejected by the committee were the first two (strengthening private groups) which were found incompatible with popular representation and inclined toward creating more pressure on government.

Canada
Lake Ontario
PRIMARY
DAY COVERAGE
Lake Erie
Buffalo
* These 8 counties are the Buffalo buying market.
See the big 'PLUS beyond it!
Lake
PRIMARY
NIGHT COVERAGE
Niagara
Genesee
Wyoming
Erie
Allegany
Cattaraugus

WGR
delivers a
BIG
PLUS
beyond Buffalo

● Your radio advertising dollar buys MORE than a dollar's worth on WGR. You get record-breaking highs in WGR's prosperous Buffalo-area audiences PLUS coverage of scores of important upstate rural and farm markets. 5000 watts day and night on the dial's *best* wavelength does it!

WGR 550 Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N.Y.
Buffalo's Columbia Network Station
National Representative, Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick *I. R. ("Ike") Lounsberry*

THE LATEST WCKY STORY

LOOK BEFORE YOU BUY!

LOOK AT AUDIENCE
LOOK AT COST
LOOK AT POWER
LOOK AT RESULTS

	Share of Audience*	Open ¼ HR Daytime Rate**	Power
WCKY	**19.8**	**$60.00**	**50,000 Watts**
Sta A	16.8	70.00	250 Watts
Sta B	19.2	68.00	5,000/1,000 Watts
Sta C	20.3	239.50	50,000 Watts
Sta D	17.1	60.00	5,000 Watts

(*—Pulse May-June 1950 8 AM-8 PM Mon.-Fri.
**—Standard Rate & Data)

IT'S OBVIOUS - - - - FOR MORE AUDIENCE
AT LESS COST
WITH HIGHER POWER
AND GREATER RESULTS

IN CINCINNATI, WCKY IS YOUR BEST BUY!

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

LOOK AT RESULTS!

THE WESTERN STATIONERY COMPANY, OF TOPEKA, KANSAS, ADVERTISING A BRONCO PONY CHRISTMAS TOY FOR $2.49 ON WCKY'S JAMBOREE, HAS SOLD 6,280 IN LESS THAN TWO WEEKS.

THESE ORDERS COME FROM 32 STATES WITH 87% OF THEM FROM THE 13 SOUTHERN STATES WCKY BLANKETS WITH ITS 50,000 WATT SIGNAL.

WCKY—On the Air Everywhere

24 Hours a Day

7 Days a Week

Call Collect: **Tom Welstead**
Eastern Sales Manager
53 E. 51st St.,
New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

XUM

editorial

Time for a DCB?

AT ABOUT the time of the Nazi blitzkreig into the low-lands and Scandinavia in the spring of 1940, plans were being made for a war-time economy in the United States. In September, 10 years ago, the Defense Communications Board was established.

Today we have many of the counterparts of the World War II emergency government. Plans for home defense are under way, against the day of a sneak atomic attack. Communications are pegged as the "nerve center" of civil defense. Cut-backs in radio and TV production are upcoming. Washington bristles with the kind of activity that prevailed prior to and just after Pearl Harbor.

There also functions in Washington, quietly and behind the scenes, the President's Communications Policy Board of five members. It is headed by the former FCC Comr. Irvin Stewart. One of the subjects before it is the formation of a permanent government policy communications agency.

If the international situation worsens, reimposition of virtually all of the World War II restrictions can be expected. There was no civilian set production. Broadcasters were hard put to remain on the air. Stations were permitted to operate subnormally. Many regulations were waived.

These latter moves came via the Board of War Communcations, successor to the Defense Communications Board. The FCC Chairman was head of this policy agency. Other members were from the Army, Navy, Coast Guard and State Dept.

Both manpower and material crises were met through the functioning of this board. Radio went on a full war-time basis, but not a single station went silent because it lacked essential equipment or manpower.

The time seems propitious to complete plans for another Defense Communications Board. Whether this plan should emanate from the President's Policy Committee or from the FCC is unimportant. If a blue-print already exists, then it appears time to activate it.

Worth the Try

THE SERIOUSNESS of the FCC's proposal to ration network programs to TV stations in all except those markets having four or more TV outlets becomes more apparent as the potential impact of the suggested rules is realized. Last week we reported that radio broadcasters, as well as those now in TV, are aroused because they recognize in this move a possible TV "Blue Book." And what may be done in TV can be ordained in radio, since the same principles apply.

Since unburdening ourselves, we are advised that the FCC does not relish this proposed rule-making proceeding. It is pointed out that the Commission, for two years, abstained from intervening in the cable allocation controversy among the four TV networks and that it entered into the affray only after two complaints had been filed and when the AT&T found itself stalemated on voluntary time allotments.

Though there's no official pronouncement, it's reasonable to assume that the FCC would dismiss the proposed proceeding on rationing rules if the parties can compromise their differences, permitting the AT&T to file revised tariffs.

Certainly the four networks should be able to compose their allocations differences. The present paucity of cable and microwave relays won't exist forever. While it's difficult to tell when the freeze on new TV stations will be lifted, it should be obvious that there will be additional outlets in the major markets, as rapidly as the regulatory processes and the war situation will permit.

To hazard even "temporary" program rationing is too great a risk. If the FCC attempts to invoke rules, there will be prolonged litigation.

Realizing this, we hope the networks or AT&T will again take the initiative and endeavor to work out an equitable allocation of time. Of necessity, it would be for a short period—three or six months. No one knows what the cable requirements will be six months hence. Last summer there were the doldrums and the hiatuses.

Certainly it's worth the try.

LAST WEEK radio observed its 30th anniversary. The official starting date is recorded as Nov. 2, when KDKA Pittsburgh went on the air to broadcast the Harding-Cox election returns and remained on a regular schedule with regular call letters. Last week, a dozen stations observed their silver anniversary—among them WBAL Baltimore. That station for the past five years has operated with a "temporary" license—the only remaining victim of the infamous FCC "Blue Book" on commercial versus sustaining program balance still on the hook. It is on the hook because Drew Pearson and his former partner Robert S. Allen have pending an application for the station's facilities, based entirely on the now interred "Blue Book." How long can a license remain temporary?

Was It All in Fun?

OUR FRIENDS of the flickers are in a rhubarb because of the recent Dean Martin-Jerry Lewis skit on NBC-TV. The Council of Motion Picture Organizations (COMPO) alleges that the vehicle during the *Colgate Comedy Hour* "held the motion picture industry up to public ridicule and gave the impression that the industry had collapsed and the people were staying away from motion picture theatres in favor of television."

The COMPO, in seeking to forestall repetitions, has written key figures in radio and TV and industry. It says it does not propose to take such attacks lying down. The principals have expressed regret. And we agree that it's not good business to engage in public feuds.

One of the key figures to whom COMPO wrote was J. Harold Ryan, vice president of Fort Industry, wartime radio censor, and interim president of NAB, who also happens to be a member of the U. S. Chamber of Commerce Committee on Advertising. He spoke eloquently and forcefully for radio when he responded to COMPO's Arthur L. Mayer:

> **I wonder if your memory is not rather short in this connection. Do you not recall "The Hucksters" which MGM made in 1947 and which was a picture that not only held up to ridicule the advertising industry, advertising agencies and broadcasters, but also impugned the personal morality of people engaged in these occupations?**
>
> **I agree with you that it is poor business for one industry in this great country of ours to ridicule or make light of another. At the same time I am very mindful of His saying, "He that is without sin among you, let him cast the first stone."**

We're listening (and looking), Mr. Mayer.

our respects to:

JOHN KIMBALL WEST

UNLESS it had drawn on the singular resources of Barnum & Bailey, NBC could not have picked a more outstanding vice president in charge of the Western Division than John Kimball West.

Mr. West is six feet, six inches tall.

It is not only because of his elevation that Mr. West, who is about to take up his new assignment, will stand out in Hollywood society. His tastes in haberdashery are sure to be regarded as bizarre. Mr. West habitually wears dark blue suits, white shirts, small-figured ties, black shoes and gray fedoras.

Mr. West is as much an Easterner as he looks. Except for a five-year period in which he was an RCA Victor district manager in such remote outposts as Cleveland and San Francisco, he has spent most of his business career in the neighborhood of Philadelphia, his home town. RCA Victor headquarters,

(Continued on page 49)

Static and Snow

By AWFREY QUINCY

NOW, an illegal TV station is forced off the air. Since when is it a crime in this country to be merely illegal?

* * * *

Man bites dog, with new twist. Very much in the news is this head "Pilot Drops Suit." We always thought it was the pilot who got dropped.

* * * *

Comr. Hennock wants to know, which came first, education or commercialism? Everybody knows that the egg came first, but that's something no chick would ever admit.

* * * *

In the Oct. 23 issue of BROADCASTING the art work really took us. A picture of Ralph Edwards and Hugh Terry with the Denver Flash managing to look like Frankenstein. A picture of a successful user of radio and TV, Mr. Neil Petree, who turns out to be a dead ringer for NBC's new v.p., Bill Brooks. But the door-prize went to a picture of a very beautiful girl in a well-fitted sweater, carrying a sign which read "Breast-o-chicken." Oh, Mister Taishoff! (If you still have your copy handy, men, it was on page 14.)

WOV's

"DAILY TRIPLE"

IS YOUR BEST BET FOR SALES IMPACT, COVERAGE AND UNIT RATE – delivering a nighttime audience of 971,520 different people weekly."

The "Daily Triple" provides, in a single unit purchase, participation in WOV's 1280 CLUB, PRAIRIE STARS and RAMBLE IN ERIN PROGRAMS — one broadcast in each program daily . . . a total unduplicated audience of 971,520 PEOPLE at a cost of only 27 CENTS PER THOUSAND people reached.

Originators of
Audited Audiences
WOV
NEW YORK
5000 WATTS

THIS IS YOUR "DAILY TRIPLE"

Each program reaching a large, distinctive and different audience.

★ **1280 CLUB**—with Bill Williams. 1½ hours of fun and music with America's greatest name bands to entertain you.

★ **PRAIRIE STARS** — with Rosalie Allen. Unchallenged queen of American Folk, Western, and Mountain Music. Elected America's No. 1 feminine disk jockey for 1950 —Western Life Poll.

★ **A RAMBLE IN ERIN** —with Pat Stanton. Authentic Irish music and folk songs, with celebrities and guest stars.

Rome Studios: Via del Bufalo 126

National Representative: JOHN E. PEARSON CO.

front office

LOU FRANKEL, WFDR (FM) New York director of special events and public relations, promoted to general manager. Formerly with Rural Radio Network and WHCU Ithaca, N. Y.

J. D. JONES Jr., chief engineer-commercial manager KTAT Frederick, Okla., named general manager. Will continue with technical supervision.

ROGER R. HUNT, manager West Coast Radio Sales, S. F., to manager KUBA Yuba City, Calif.

GEORGE STELLMAN, account executive, Jordan Co., L. A., Nov. 13 joins KNX Hollywood and Columbia Pacific Network as account executive. **BERT WEST**, CPN sales service manager, to new post as director of sales service, KNX-Columbia Pacific Network. **ROBERT WOOD**, KNX commercial traffic manager, succeeds Mr. West as CPN sales service manager.

BILL GORDON, disc jockey, sports director and news commentator WNAW North Adams, Mass., appointed general manager.

ANN RAWLINSON to commercial staff WFMD Frederick, Md.

CLINTON BROWN to KBON-FM Omaha sales staff. Was with *Omaha World Herald.*

G. F. (Red) BAUER, resigned as sales manager WINN Louisville [BROADCASTING, Oct. 30], announces he will open restaurant in Ft. Lauderdale, Fla.

They hear it
...on WBNS
You hear it
...in SALES

WBNS
PLUS WELD-FM

Sales power in central Ohio means WBNS plus WELD-FM with 187,980 radio families. These are the folks who have the money to buy your product and their buying guide is WBNS. Quick results at lower cost... that has been the record of WBNS for year after year.

ASK JOHN BLAIR

POWER 5000 • WELD 53,000 • CBS • COLUMBUS, OHIO

ERLE G. HOWERY, station manager WWYO Pineville, W. Va., named general manager. Succeeds **JACK K. SHIPMAN**, who remains as treasurer.

Mr. Flambo

Mr. Grandy

G. LaVERNE FLAMBO, executive vice president and commercial manager WQUA Moline, Ill., named general manager. Will also continue duties as executive vice president. **W. JOHN GRANDY**, account executive KDAL Duluth, Minn., replaces him as commercial manager.

HELEN K. MOBBERLY, charge of Washington Transit Radio sales WWDC-FM Washington, named assistant to WWDC-AM-FM general manager. **HERMAN M. PARIS**, WWDC general sales manager, also named general sales manager Washington Transit Radio (WWDC-FM).

JACK HEALEY named commercial manager of KNUZ Houston.

JOSEPH K. MARSHALL, account executive Columbia Pacific Network, L. A., to KCBS San Francisco Nov. 20 in same capacity.

ROBERT KEDDY, broadcast regulations division CBC, Toronto, to acting secretary board of governors, CBC, Ottawa.

KARL MONK, commercial manager CKWS Kingston, to manager CHOK Sarnia, Ont.

BILL BRENNAN, salesman CHOK Sarnia, to sales staff All-Canada Radio Facilities Ltd., Toronto, station representative.

LEROY BREMMER, general manager-technical director KERB Kermit, Tex., to TV staff United Nations, Lake Success, N. Y.

Mr. Bremmer

BILL BALDWIN, general manager KFGT Fremont, Neb., to KBON Omaha as AM account executive.

CKXL Calgary, Alta., names **National Broadcast Sales**, Toronto, and **Donald Cooke Inc.** as national representatives.

KERB Kermit, Tex., names **Bowles & Co.** as exclusive national representative.

LEON R. BROOKS, foreign funds section chief, Office of Alien Property, Dept. of Justice, joins legal staff CBS Washington office.

RAY BARNETT, KSMO San Mateo, to KGO San Francisco as radio sales representative.

ELIZABETH GREENE, Walston Hoffman & Goodwin, S. F., to sales department KCBS San Francisco.

FOR MORE AUDIENCE
AT LESS COST
WITH HIGHER POWER
AND GREATER RESULTS

→ *See Centerspread This Issue* ←

ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Respects

(Continued from page 46)

where he has been stationed in recent years as vice president and director of public relations, is at Camden, N. J., across the river from Philadelphia.

He was born in Charleston, W. Va., Sept. 10, 1907, but moved to Philadelphia at the age of 5 and considers that city as home. His father, C. K. West, retired two years ago after serving the General Electric Co. as vice president in charge of the Atlantic district.

The younger West started to follow his father's career in the General Electric Co. After graduating from prep school at Pennington, N. J., and studying for a year and a half at Wesleyan College, Middletown, Conn., he went to work in the GE Edison Lamp works at Harrison, N. J.

About a year later, the Harrison Edison Lamp works was converted into a radio tube manufacturing plant for RCA Radiotron Co., and Mr. West stayed, along with a number of other GE employes, to join RCA.

World's Fair Assignment

His assignment was in the advertising department. In 1933 he was sent to Chicago to be in charge of the RCA exhibit at the World's Fair.

Mr. West was only 26 at the time he was cast into the society of Sally Rand, the Streets of Paris and other distractions at the Chicago fair, but he conducted himself with such resolute sobriety that his employers reclaimed him from the midway at the expiration of the fair and elevated him to the management of the Victor visual sound products department.

In 1936 he was promoted to RCA Victor district manager in Philadelphia. A year later he became district manager in New York. He had hardly unpacked in New York before he was sent to Pittsburgh as district manager. By the end of 1938, when he was again transplanted, this time to Cleveland, he had begun to feel as though he were the staff Rover Boy.

He remained in Cleveland until the latter part of 1941 when he was transferred to San Francisco.

By this time he had a wife and child. His family had just arrived in San Francisco when Mr. West received orders to return to Camden. The war had begun, and RCA Victor had decided to contract its field offices to concentrate on war production.

Mr. West was in charge of the redistribution of the RCA Victor field staff, and when that task was completed he was made manager of the war contracts service department.

In 1944 Frank M. Folsom joined RCA Victor as executive vice president. New to the firm, he needed a staff assistant who knew his way around the company. He naturally noticed Mr. West, who is hard to miss in a crowd.

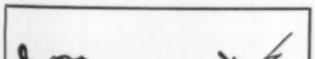
For 18 months Mr. West served as principal assistant to Mr. Folsom, without a title. In June 1945 he was appointed director of public relations and two years later was elected to a vice presidency.

Mr. West's selection to head NBC operations in the west is in line with the closer supervision that RCA has lately exerted over its broadcasting subsidiary. It is no secret that since Mr. Folsom became RCA president RCA has taken a new and firmer hand in the management of NBC.

What Mr. West takes to Hollywood is a flair for crack administration as well as experience in public relations. There is little doubt that NBC's Western Division will operate on a business-like basis under his command.

Mr. West is too preoccupied with business to have time for avocations other than golf, a game he plays frequently with scores he describes as "fair to poor." His only club membership is in the Pine Valley, N. J. Golf Club.

He married a Philadelphia girl, Peggy Brush, in 1934. They have two adopted children, Peggy, 10, and Helen, 7.



I'm broadcasting the three daily Vancouver Sun newscasts on an **exclusive** basis—
Watch my ratings rise—
TOP DOG on the Coast!

PROFITS TAX
Move To Shelve Plan Seen

DRIVE by some members of Congress to shelve the proposal for an excess profits tax may be forthcoming when legislators return from recess Nov. 27, or at an earlier date if beckoned by President Truman, who already has indicated he may call Congress back after the national elections.

Advance notice of such sentiment has been given by Sen. Ralph E. Flanders (R-Vt.) who has suggested that Congress increase corporation tax rates instead of enacting an excess profits tax. Sen. Flanders has said he hoped to present his views before the Senate Finance Committee.

Meanwhile, informal sessions on the proposal, by the Joint Committee on Internal Revenue & Taxation were about concluded last week. The Congressional group has been requested to prepare a report on the profits tax by Nov. 15, date set for the House Ways & Means Committee to open hearings.

WARE TEAMWORK
At Historic Church Event

FLAWLESS station teamwork is reported by WARE Ware, Mass., 1 kw outlet, in its 3½-hour broadcast of the entire consecration of Notre Dame Church at Southbridge, Mass., Oct. 11. With notice of only 18 hours to arrange the program, the staff immediately went to work on the necessary details.

After Donald W. Howe, owner and manager, WARE, learned that larger metropolitan stations didn't plan to cover the event, News Editor Bill O'Neil and Sales Manager Bob Sinnett obtained permission from diocesan and parish officials to schedule the broadcast, promising it would be memorable and dignified. Program Director Tom Colton arranged for telephone lines. Search for a qualified narrator at Worcester Diocese led to Rev. Joseph R. D. Ally of St. Francis of Assisi Church, Fitchburg, Mass.

With only two hours to go to find a sponsor, Desa Paint & Wallpaper Co., a branch of a Worcester firm, agreed to take the 3½-hour segment as a public service. On broadcast day, staffers' hopes were pinned on Rev. Ally, making his first microphone attempt. WARE reports he "covered the ceremony with the aplumb of an experienced broadcaster." Program's success, station adds, was conclusive when the stimulated audience, of a primarily Catholic-populated area, made its reaction known. By request, WARE, which had taped the entire event, rebroadcast the final half-hour the following Sunday.

Reporting the event are Rev. Ally (l) and Frank Knight, staff announcer.

* * *

Rate Value for FM

FM is no longer considered as "bonus" at WOKZ-AM-FM Alton, Ill., according to Edward A. Wheeler, president, WOKZ Inc. Mr. Wheeler said new rates, effective Wednesday, will be for the combined facilities of AM and FM, with a portion definitely attributed to the FM audience. Accompanying the new rate policy is a promotion campaign. North Shore Broadcasting Co., which purchased the WOKZ facilities, also is licensee of WEAW (FM) Evanston, Ill.

COMING!
5000
WATTS
ON KLX
910 ON YOUR DIAL
TRIBUNE TOWER OAKLAND, CALIFORNIA
Represented Nationally by Burn-Smith

The No. 1 Station in Penna's. 3rd Market

WILK
AM-FM (ABC)
Wilkes-Barre, Pa.

Soon . . .

5000
WATTS (Daytime)
1000 Night-time

★ ★ ★

Wilkes-Barre's Best Radio Buy!

★ More Power
★ More Listeners
★ More Sales

The Wilkes-Barre Metropolitan Area Is Exceeded in Population Only by Philadelphia and Pittsburgh

★

AVERY-KNODEL, INC.
Nat'l. Rep.
608 Fifth Ave., New York 20

P. S. Schedule WILK Now at Present Low Rates

Strictly Business

(Continued from page 16)

selling various products to retail outlets.

In 1933, a boyhood friend who was then with Young & Rubicam told him about a new sort of business— national representation of radio stations. The friend arranged a meeting with John Blair, who had shortly before established John Blair & Co., and was in the process of expanding his New York operation. The two made a deal on the spot, and Bill Weldon had taken the first major step in his career.

Two years with John Blair convinced Bill that he needed a "grassroots" background of actual radio station operating, and sales experience, so in 1936 he became a salesman with WOR. After a year and a half with the key Mutual outlet, he returned to the Blair fold, becoming a vice president of the company in 1946.

The war caused one more interruption in his Blair career. During the war he served in the Navy as commanding officer of an LST in the Pacific area, where he saw a great deal of combat.

The post-war year of 1946 found the radio industry awakening to the combined threat and opportunity in the new art of commercial telecasting. While Bill and the other principals of John Blair & Co. discussed at length the alternative methods of providing the best representative service for a growing list of television stations, Bill made it his special business to undertake a thorough survey of the whole television field from every aspect. As a result, when in 1948 the Blair group decided on the principle of separate and exclusive representation of television stations, with specialized salesmen selling television alone, Bill was ideally prepared to direct the operation. He was offered and accepted the presidency of Blair-TV Inc., TV's first exclusive representative firm.

AM-TV Split

Today, Bill Weldon derives his greatest satisfaction from the fact that the principle of separation of AM and TV sales function, pioneered by Blair-TV, has been recognized by many elements of the radio and television industries as the sound approached to a difficult problem.

In addition to fostering and developing a sound sales concept, Blair-TV today is also one of the largest and most successful elements in the television representation field, representing WBNS-TV Columbus, Ohio; KTSL (Don Lee Television) Hollywood; WDSU-TV New Orleans; WOW-TV Omaha; WTVR Richmond, Va.; KDYL-TV Salt Lake City; KEYL San Antonio, and KING-TV Seattle.

Bill Weldon was born in Westfield, N. J., on May 16, 1908. He prepped at Pingry School, Elizabeth, N. J., and was graduated from Lafayette College, Easton, Pa. He is married to the former Grace Hardingham of Plainfield, and they have twin daughters, Donna and Blaire, three years old. He is a member of the Plainfield Country Club, and Chi Phi fraternity.

In common with many of his Madison Avenue brothers-under-the-skin, his principal hobby is golf. He is sensitive about his scores. "I've always felt that a businessman-golfer who plays in the 70s was neglecting his business. If he plays in the 80s, he's neglecting his golf. At this stage of the development of spot television, it's pretty obvious that I'm neglecting my golf."

YOUR
Esso
REPORTER
15th ANNIVERSARY

DINNER commemorating 15th anniversary of the *Esso Reporter* in the Carolinas brought out station managers and advertising executives alike for special occasion in Charlotte, N. C. [BROADCASTING, Oct. 30]. Flanking the station-inscribed cake are (l to r): Laurens Wright, Esso Division manager; V. C. Carrier, company's assistant advertising manager; Cecil Hoskins, WWNC Asheville; Charles H. Crutchfield, WBT Charlotte; Curt Peterson, partner, Marschalk & Pratt; E. S. Diggs, Esso region manager; Richard Mason, WPTF Raleigh. Newscasts are carried by all three stations.

New Business

(Continued from page 12)

CORY Corp., Chicago, planning to sponsor quarter-hour television show, *Cal York Photoplay*, and is shopping for network. Agency: Dancer-Fitzgerald-Sample, N. Y.

MILES Labs. renewing *The Quiz Kids*, Louis G. Cowan package, on 30 NBC-TV interconnected stations, Fri., 8-8:30 p.m. for 52 weeks, effective Dec. 1. Agency: Wade Adv., N. Y.

ALLIS CHALMERS Mfg. Co. sponsoring onetime telecast of Chicago International Livestock Exposition, Nov. 28 2-3 p.m. on NBC-TV interconnected network. Agency: Bert S. Gittins Adv., Milwaukee.

TOWNLEY RESTAURANT & CAFE, N. Y., names William Wilbur Advertising Inc., N. Y., for its advertising. Radio will be used.

Network Accounts . . .

CAMPANA SALES Co., Batavia, Ill., renews for 52 weeks *Solitair Time* on NBC, Sun., 11:45-12 noon. Agency: Clements Co., Philadelphia.

Adpeople . . .

D. B. LEWIS, president Lewis Food Co., L. A. (Dr. Ross dog and cat food), joins Academy of Television Arts and Sciences as corporate member. Lewis firm sponsors *The Ruggles*, KECA-TV Los Angeles.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Republic

TIME OUT FOR TEARS

On Records: Savannah Churchill—Arco 1116; Ann Shelton—Lon. 239; Nat King Cole—Cap. 1270; Bill Lawrence—Col. 39029; Ink Spots —Dec. 27259; Dinah Washington—5503; The Showmen—Abbey 15030; Billy Williams Quartette—MGM*.

On Transcriptions: Bob Eberly—World; Ralph Norman—Associated.

* Soon to be released.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

NOVEMBER 6, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

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NOVEMBER 6, 1950

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$7 annually, 25c weekly

'FREEZE' IN VAIN?

Question Haunts FCC Hearing

HAS THE TWO-YEAR "freeze" on construction of new television stations been in vain?

Observers at FCC's lengthy VHF-UHF allocation proceeding were asking themselves this question last week as testimony of several witnesses suggested:

- The Commission's original 1945 standards on station separation may be "technically feasible" with proper receiver design and good receiving antennas and location.

- Undue weight has been placed by FCC on factors such as troposphere and terrain which affect station separation.

- Allocation, if based on providing service to "natural" population groups rather than geographic areas, can provide maximum service through flexible rules on power and antenna heights and provision for directional antennas, offset carrier operation and similar techiques for efficient channel use.

- Service within a station's own area may be substantially increased, without adding interference to other outlets, by simply boosting transmitting antenna height, while attempting improvement of the same service through increase in power will magnify interference to other stations.

Educational Bids

Meanwhile, FCC announced it has designated Nov. 27 as the date for accepting testimony on reservation of channels for educational groups [BROADCASTING, Oct. 30]. The Commission, which plans to hear further general testimony this week on Wednesday afternoon, Thursday and Friday only, indicated it would not hold up any other portion of the hearing on this account. Cross-examination will proceed immediately after direct testimony has been concluded on all issues except that relating to reservation of educational channels, FCC said.

Glenn D. Gillett, Washington consulting engineer and president of the Assn. of Federal Communication Consulting Engineers, Tuesday told the Commission AFCCE believes the proposed allocation plan should be employed only as a general guide and not be made a part of FCC's rules. He explained maximum use of facilities and "the rapid inclusion of technical advancements" are not gained by making an allocation which requires months of rule-making hearings to modify.

"The final goal of TV allocation is the most equitable distribution of facilities compatible with actual population distribution and economic support," he stated.

Mr. Gillett was challenged by FCC Counsel Harry Plotkin when he presented AFCCE's conclusion that the Commission's allocation proposal "places VHF and UHF channels on exactly the same basis." AFCCE therefore had recommended that "UHF assignments should not be considered on a par with VHF" because VHF operation "is and will continue to be the backbone of television for many years to come."

Mr. Plotkin observed FCC's proposed allocation does not consider UHF and VHF on a par in that the plan designates specific service radii for each, the UHF predicted service range being less than VHF.

Other principal recommendations and conclusions of AFCCE presented by Mr. Gillett included:

- **Undue weight has been given by FCC to those factors such as terrain and troposphere which tend to increase mileage separation of stations. Safety factors "are desirable" but lesser separation than that now proposed by FCC "may be used without producing interference greater than indicated." Benefits of directional transmitting and receiving antennas cited.**

- **Power and antenna height should be adjusted to value necessary for adequate coverage which should generally, but not in unusual cases, cover the metropolitan district of large cities or urban area of smaller cities. Flexible minimums would reduce hardship cases and prevent waste of facilities. Conversely, maximum levels should be flexible to allow fullest service opportunities where possible.**

Use Technical Advances

- **Full use should be made of all technical advancements, including directional antennas, offset carrier operation and any other means of more effectively using VHF channels for maximum service. Allocation plan must be "sufficiently flexible to permit maximum use of future developments in the art."**

- **Exact purpose of FCC's proposed three grades of service, A, B and C, is not clear and plan of allocation "protecting stations to their natural area is more logical." Grade C or rural service does not seem to be protected for any station and such provision should be made, with particular need for rural service protection in less densely populated areas.**

- **Available VHF and UHF propagation data show FCC prediction of UHF coverage is over optimistic as rugged terrain of some areas will cause UHF signals to fall off at lesser distances than computed by Commission. Proposed allowances of power increases to overcome propagation deficiencies seen as no solution since "such an allowance requiring effective radiated power up to 2000 kw is obviously impractical."**

- **Allocation in accordance with FCC's proposed priorities "will not permit a growth of television broadcasting in accordance with the demand and to the best interests of the industry." TV will not be exception to rule that in system of free enterprise "business ventures succeed where adequate economic support is found." Allocation must be based on plan "to provide the maximum of service to the greatest number of people." FCC should not deny a bid to provide a second service to a large population in order to supply first service to a small city.**

- **Mixing of VHF and UHF assignments "raises problems of tremendous magnitude and uncertainty."**

- **Oscillator radiation may cause serious interference in congested areas. This will continue unless precautions are taken by set makers. Change of intermediate frequency in sets to 41 mc proposed by RTMA will result in interference to reception seven channels separated. If assignment of a UHF station in given area separated by seven channels is avoided this interference would be eliminated.**

Questioned by Comr. Frieda B. Hennock what he personally antici-

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COLOR SUIT NOV. 14

For Preliminary Argument

A THREE-JUDGE court will hear preliminary arguments in RCA's color television suit against the FCC in Chicago's Federal District Court on Nov. 14, six days before FCC's approval of the CBS color standards is slated to become effective.

The date was set by Judge Philip Sullivan last Monday. The three-judge court will be composed of Judge Sullivan; Judge J. Earle Major of the Court of Appeals, who was designated chief magistrate in the RCA suit, and District Judge Walter LaBuy, who in 1948 found AFM Chief James C. Petrillo not guilty of government charges of violations of the Lea Act [BROADCASTING, Jan. 19, 1948].

The Nov. 14 date was set when Nov. 8, on which RCA and FCC attorneys had agreed, was found inconvenient for the court. The argument will cover the motion of RCA, NBC, and the RCA Victor Distributing Corp. for temporary injunction against the FCC color decision pending full trial of their suit, along with counter-motions filed Monday by FCC seeking dismissal of the suit and summary judgment upholding the FCC decision [BROADCASTING, Oct. 30].

Pilot Radio Corp.'s request to intervene on the side of RCA and its subsidiaries also will be argued at the Nov. 14 session. A CBS petition to intervene on FCC's side received agreement of both RCA and FCC last Monday.

Others To Intervene

Court authorities also expected petitions to intervene from other companies, since several queries regarding procedure had been received.

FCC's motion for dismissal of the RCA complaint or for summary judgment, filed Monday, claimed NBC and RCA Victor Distributing Corp. lack legal standing and that RCA has failed to show a legally sufficient cause of action.

In any event, the motion contended, the records show "that there is no genuine issue as to any material fact and that defendants . . . are entitled to a judgment as a matter of law."

The motion was based on an affidavit by FCC General Counsel Benedict P. Cottone outlining the background of the color case, indicating the extent of evidence presented by the various participants in the hearing, and reviewing FCC's final color decision.

To the RCA charge that E. W. Chapin, head of the FCC laboratories division, invented an adapter usable only with the CBS system and was still permitted to advise the Commission on its decision, the Commission claimed that "RCA had full opportunity to object to the continued participation of said engineer in the proceedings but did not do so. . . ."

FCC also contended that RCA has not claimed Mr. Chapin's

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DOES MACY'S TELL GIMBEL'S?

Asks RCA Give CBS Tube

FCC ASKED RCA last week to turn over to CBS some of the latest models of RCA's tri-color TV picture tube, for tests with the Commission-approved CBS color television system.

Noting that RCA said last July it hoped to have samples available for industry study this fall, FCC in a letter to the company reiterated its desire to see a tri-color tube tested on the CBS system, and said:

"The Commission believes that your cooperation in this matter will be in the public interest and will aid in assuring that all means are being taken by the television industry to bring to the American people the best that color television has to offer. Your early response to this request will be appreciated."

RCA had not completed its answer late last week.

A spokesman for CBS said Columbia had twice asked for conferences on the tri-color tube—once on Sept. 8 and again on Sept. 28. The CBS spokesman said that on Sept. 20 RCA replied to the first request by saying information would be made available when the tube is ready, and that no reply to the second request has been received.

FCC's letter to RCA made no reference to requests by CBS. It said the Commission "feels that it is appropriate to request when arrangements can be concluded between you and the CBS Inc., whereby the above tests may be conducted." The letter continued:

"Specifically, it is requested that you state when you can make available to CBS samples of the most recent successful models of both your single-gun and three-gun direct view tri-color tubes, together with such circuits and equipment as may be necessary for their operation.

"It would be helpful if the CBS engineers could be given the necessary technical information and operating instructions and could have the opportunity to view the tubes selected by you in operation on the RCA system."

Provision for Research

FCC also pointed out that, despite adoption of final color standards, provision has been made for additional experimentation in color as well as other TV fields, and that RCA has been given special temporary authorizations covering continued research and its own color system [TELECASTING, Oct. 23]

"As you know," the letter said, "the Commission's authorizations for such experimentation are based on the premise that persons so authorized have 'a definite program of research and experimentation in the technical phases of television broadcasting which indicates reasonable promise of substantial contribution to the developments of the television art.'

"In issuing such authorizations the Commission expects that the fruits derived from such research and development will be made available to the entire industry."

The Commission recalled that expert witnesses testified during the color hearings that a tri-color tube, "if successfully developed," could be used on the CBS system. It would replace the present mechanical color wheel, which limits CBS picture tube size to a maximum of 12½ inches.

Long Interest Shown

FCC's interest in a test of a tri-color tube with the CBS system was indicated both in its Sept. 1 First Report on color and in its Oct. 11 Second Report, which approved the CBS system, the letter pointed out.

"In this connection," FCC continued, "your 'Progress Report of RCA on Color Television and UHF,' submitted to the Commission on July 31, 1950, outlines the research work being conducted by you with respect to direct-view tri-color tubes and states 'It is hoped that the supply of tubes will be such that samples can be made available to the industry in the fall for their own study and development work.' The Commission was pleased to note the progress mentioned in your letter and the proposed availability of the tube to interested persons."

FCC's letter was made public Tuesday on authorization by a board composed of Comrs. Paul A. Walker, E. M. Webster, and George E. Sterling. Comr. Sterling dissented from the Commission's Oct. 11 order approving the CBS system without further delay.

COLOR PRESSURE

Political Influence Alleged in Decision

DR. THOMAS T. Goldsmith Jr., director of research of Allen B. DuMont Labs Inc., said last week the FCC adoption of CBS color television standards was made "under pressure" and he conjectured that the pressure was applied by elements interested in a "substantial slowdown" of television progress.

Dr. Goldsmith's remarks were made at a news conference that followed a two-way closed circuit conference between executives of the DuMont Laboratories and DuMont Television Network with network affiliates (see story, page 56).

The general public, Dr. Goldsmith surmised, "had no part in the request to start color television now." What probably happened, he thought, was that political pressure was exerted by businesses which have suffered because of the growth of television.

Two businesses which he said "might" have had a hand in forcing a quick color decision were movies and AM broadcasters.

The decision adopting CBS color standards was made by the FCC without "taking into consideration the very great upheaval that would be caused." But such an upheaval was exactly what anti-television interests wanted.

Sees No Basis

Dr. Goldsmith emphasized he had no proof of his conclusions, but he said he was unable to count in any other way for the FCC's decision. "The people down there did not have full knowledge of what they were doing, or they wouldn't have done it," he said.

Being under pressure to adopt a color system at once, the FCC picked the one that gave the best performance at the moment, he said.

Dr. Allen B. DuMont, president of the corporation, told affiliated stations in the closed circuit conference that preceded the news conference that he was convinced a compatible system of color television could be developed, and compatibility, he felt, was of utmost importance in the transition of black and white to color.

Dr. DuMont said his company had been accused of "not wanting color," and he said that was "not true." DuMont believes the public will not buy the type of receivers that can be made under present standards.

Prices of converters to enable present sets to receive CBS color, he predicted, will be "considerably higher than the prices bandied about in the papers at the present time." And color receivers, he said, will cost "twice as much" as present black and white sets.

Dr. DuMont estimated it would cost existing television stations from 20 to 25% of their present investment in equipment to convert to color broadcasting.

He emphasized that the FCC decision leaves it to the telecasters option as to whether he will transmit color or black and white, and he told the affiliates that the DuMont Network has no plans for color-casting.

HIGH-DEFINITION TV

GE Has New Svstem

A NEW high-definition TV system developed by General Electric Co., described as highly compatible with present receivers, was announced last week in a statement filed with the FCC by C. A. Priest, manager of engineering, Commercial Equipment Division.

Description of the system was given by R. B. Dome, electrical consultant of the GE Receiver Division.

While the high-definition technique has not been set up and field tested, Mr. Dome explained, certain elements of the system have been tested. In substance, the system subdivides the video frequency and transmits portions of the high-frequency end alternately.

A receiver designed for the new system would give upwards of 50% increase in horizontal detail, the Commission was told.

GE's new system, Mr. Dome said, carries fine detail on odd lines without superfine detail. Even lines carry superfine detail but no fine detail. Transmitters thus would be modified to provide these end results: Odd fields to transmit coarse and fine detail as at present; even fields to transmit coarse and superfine detail, with the superfine detail transposed in frequency to fit into the space normally occupied by the fine detail; provision for a retransposing carrier wave for the superhighs.

Adds Four Tubes

Suitable circuitry would be provided at the receiver to restore the picture to its full bandwidth. Four more tubes would be required: Keyed amplifier, amplifier-doubler, high-frequency power amplifier and detector-superhigh amplifier.

In relaying, a 2.7 mc band-width would not provide improved definition but the advantages of the system can be realigned on 4 mc.

Without altering present receivers, a 384-line picture would be provided or substantially that of present-day sets. With the high-definition signal, service would be increased to 545 lines.

Mr. Dome observed that existing sets would offer a weak fine-grained pattern; transposed super-high signals would exist as spurious signals theoretically self-cancelling but actually lacking 100% integration; brightness would be reduced 50% but this would be avoided by pre-emphasis and be relatively ununimportant. Of course, high-definition sets would receive present transmissions, he noted.

Mr. Dome said all precision equipment under the new GE system is localized at the transmitter, in comparing the plan to other higher-definition systems. He added that it uses the same field, frame and line rates and that the picture has excellent texture without visible dot structure.

XUM

Telefile: WSAZ-TV Pioneers in Television For Rugged West Virginia

FROM wild frontier country to the nation's coal and chemical center in a generation, green-mountained West Virginia today is underwriting a new pioneering saga, an addition to its heritage of backwoodsmen who fought Indian wars and formed the backbone of General Washington's Independence army.

The story of television coming into its own in the rugged mountain state is a 20th century rival to the opening of the backcountry's mountain trails by early-American settlers.

Where once trails were roughly hewn through dense forests, relay towers erected to interconnect WSAZ-TV Huntington and TV facilities in Cincinnati now grace the Kentucky-Ohio country side.

In the two-month period between the time West Virginia's first and only TV outlet received its authorization to go on the air and transmission of a test pattern, a mountain crest about two miles from the heart of Huntington was leveled, timber removed, a master transmitter building built, and a 310-ft. tower with a 50-ft. batwing superturnstile antenna erected.

Engineers Build Mobile Unit

The station's engineers meanwhile put together a mobile unit patterned closely after the RCA unit. It was built on a Ford cab-over-engine truck model with a chassis lengthened to a 158-inch wheel base, at about one-half the cost of a ready-built and equipped truck.

By Oct. 24, 1949, WSAZ-TV was airing its first commercial program, a kinescope featuring *Stop the Music*. Official premier was Nov. 15 when such guests as Joseph H. McConnell, president of NBC; Frank M. Folsom, president of RCA; West Virginia's Gov. Okey L. Patteson and Huntington's Mayor W. W. Payne greeted the station's opening.

An estimated 50,000 televiewers witnessed the premier from screens placed in hotel lobbies, store windows, theatres and from 2,500 sets then in use in private homes.

WSAZ-TV Can Reach 1,200,000 People

Huntington, located on the western border of the state across the river from Ohio and Kentucky, has access to the West Virginia-Ohio-Kentucky tri-state area and portions of Virginia, which lies to the south. Adding this area to the 200,000 population of the Huntington-Ashland-Ironton metropolitan area and the Charleston region to the east, WSAZ-TV has as a goal the entertainment and merchandising for about 1,200,000 people.

Introduction of video served to dry up the usual inter-state and inter-market feuding which has been as traditional to the area as the battling among old West Virginian families in homestead days. All Charleston and Huntington newspapers, as well as the Ashland, Ky., Ironton and Portsmouth, Ohio, papers carried special editions when the station began operation. This group, in addition to nine others, from small-circulation weeklies to the metropolitan *Columbus* (Ohio) *Citizen*, utilize WSAZ-TV's daily program log, and has maintained an avid news interest in the station's progress.

With this wide-area interest, WSAZ-TV also has been responsible for the mounting set count in the Huntington-Charleston market region. Climbing at the approximate rate of 1,500 sets per month, the totals have risen from some 3,500 sets the first of the year to nearly 30,000 by November.

In the year following its debut, the station relied for the most part on kinescope and local programming. But early in July, it got the go ahead to construct a $100,000 Cincinnati-Huntington TV relay. That marked the beginning of a new era for WSAZ-TV.

Regular network service at WSAZ-TV was inaugurated on Labor Day with the telecast of a doubleheader between Cincinnati and St. Louis. While marking the entree of programs direct from ABC, CBS, NBC and DuMont, all of which supply programs for the station's viewers, the day also was the occasion for an unscheduled picture-story of a fire which broke out at the West Virginia Electric & Supply Co. WSAZ-TV telecast the blaze which lasted an hour and a half.

The relay facility links the station with Cincinnati outlets WLWT (TV) which serves WSAZ-TV with NBC programs; WKRC-TV for CBS shows, and WCPO-TV for ABC or DuMont schedules.

WSAZ-TV is owned and operated by WSAZ Inc. Guiding the station's destiny is a hard-working trio of executives. Marshall Rosene, station manager of WSAZ from 1944 to 1949, is general manager. Mr. Rosene entered the radio business after a long association with newspaper advertising in Columbus, Ohio.

WSAZ-TV's station manager is Lawrence H. Rogers II, former sales promotion manager of WSAZ-AM. Leroy Kilpatrick, at one time with the West Virginia Network, is chief engineer. Both Messrs. Rogers and Kilpatrick designed and put into operation the physical plant and installed equipment after extensive field trips and studies of TV operations as they existed in 1949. The planners concentrated on eliminating unnecessary facilities which had been explored elsewhere in earlier experimental installations.

Officials Directing WSAZ Operations

Board of directors of WSAZ Inc. includes: Col. J. H. Long (president, Huntington Publishing Co.), president; Capt. John A. Kennedy (of *San Diego Union*), first vice president; William D. Birke (publisher, Huntington *Hearld-Dispatch)*, second vice president; Walker Long (publisher, Huntington *Herald-Advertiser)*, secretary-treasurer.

Among the key personnel are James H. Ferguson, who came to WSAZ-TV from WLWT where he was producer and director, is the station's program director and John Jiruska, chief studio technician, who aided in the design and construction of many of the station's facilities, including the mobile unit and the intercity relay system. Naseeb S. Tweel, who is production manager and heads all film and studio operations, is a native of Huntington who entered television "cold" with the station. Another Huntington product is Elizabeth Conaty, commercial traffic manager, who boasts two years

(Continued on page 68)

* * *

Mr. ROSENE

Mr. ROGERS

Mr. KILPATRICK

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DEFENDS CBS COLOR

Murphy Answers Critics

ADRIAN MURPHY, CBS vice president, last week enumerated six "misconceptions" he said were widely held concerning the FCC decision to adopt CBS color television standards.

Mr. Murphy, speaking at a Thursday meeting of the New York Radio Executives Club, listed the misconceptions and pointed out why CBS thought them wrong.

1. Some people, he said, have tried to make it felt that the FCC decision was "temporary." Mr. Murphy said that CBS was unable to read anything but permanence in the order and that FCC's reference to future color experimentation did not "leave the door open." "It only leaves it slightly ajar," he said.

Not 'Sudden'

2. There have been references to the "suddeness" of the decision. Mr. Murphy said CBS first proposed a color system in 1940, was experimenting with such a system in 1941, with FCC's knowledge, and has been at it ever since, except during the war. Further, he said, throughout the most recent FCC color hearings it was evident that "some system was going to be adopted." Nowhere in the hearings was there any indication that the system would not be CBS, he said.

3. The CBS color technique is often called a "mechanical" system, and that is not so, Mr. Murphy said, adding that the CBS system "is as electronic as any other." What CBS has that no other system now has, he explained, is the capacity to use mechanical means, which enable CBS color to be used now, while tri-color electronic tubes are still not available for commercial use. Mr. Murphy said that testimony of most engineers during the hearings was that the tri-color tube, when perfected could be used with the CBS system.

Compares With Movies

4. There has been talk that color television will be like color movies, less prevalent than black-and-white. Mr. Murphy believes that eventually television will be almost all color.

Analogies between movies and television are without value, he said. Color is used sparingly in movies because it is far more expensive than black-and-white and is in scarce supply. Color TV will cost no more than black-and-white, he said.

Further, he said, television is an advertising medium, and movies are not. Advertisers will want to use color in TV. Television programming is different from movie programming, with TV fare being more adaptable to color than movies.

5. There has been talk that no station save WCBS-TV New York will carry colorcasts. Mr. Murphy said CBS had reason to believe otherwise. He anticipated that network colorcasts would be picked up by stations just as fast as receivers were equipped to accommodate them.

6. An effort has been made to spread the word that a compatible color system is "just around the corner." Mr. Murphy said that despite promises to the contrary, no compatible system of commercial quality had been developed. He said that RCA in 1947 had promised such a system by September 1948, but had failed to produce it then or since.

"You can't kill color television," said Mr. Murphy. CBS is convinced, he said, that as soon as the public sees color, it will want it.

Taking the Sting Out

BUZZING with activity was an apt description of KSTP-TV Minneapolis-St. Paul during a recent Marge McCrady's *For You—Ladies* program. As her guest, Hostess McCrady had Clare D. Ford, state apiarist with the U. of Minnesota's extension division. In showing viewers how the bees make honey and what to do in the case of a bee sting, 4,000 bees were let loose in the studio. Mr. Ford proceeded to have himself stung and demonstrated for viewers how to remove the bee's stinger.

PROTECT TV

DuMont Calls on Voters To Press Candidates

A CALL for voters to urge Congressional and Senatorial candidates to take an affirmative stand in protecting the public investment in television was issued last Tuesday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs Inc.

In a speech before the joint Radio-Television Mfrs. Assn. and Institute of Radio Engineers meeting at Syracuse, Dr. DuMont pointed out that it was the voters who could insist on adequate television service for every section of the country.

"Eight million families have invested $3 billion in TV receiving sets," he said. "Every television owner should demand from his Congressional and Senatorial candidates affirmative efforts to protect his investment," Dr. DuMont continued.

All major problems now existing in the TV industry, he went on, were imposed by the government. He pointed specifically to FCC approval of CBS color as "an arbitrary and hasty decision . . . which has caused tremendous confusion, doubt and possibly large financial loss to the . . . public and to the television industry."

Asserting that CBS "has an almost impossible task of selling its system to either the American public or to the broadcasters," Dr. DuMont called on industry to keep faith with the public by providing optimum black-and-white telecasting and to continue its research on a compatible and all-electronic color system.

Also attacked by Dr. DuMont was the proposed legislation on excess profits taxes, which he said, would be inequitable to newer, developing companies — including many electronic firms.

Other talks were made by A. V. Loughren, vice president in charge of research, Hazeltine Electronics Corp., and W. B. Whalley, Sylvania Electric Products Inc.'s physics laboratory.

Mr. Loughren described a proposed color TV system using the "mixed highs" principle and other technical improvements. Mr. Whalley also presented a paper on TV, analyzing set requirements to obtain the best possible picture. He said his specifications would make better use of high quality picture tubes than are presently available.

Movie TV Relays

TEMPORARY authorizations were extended by FCC last week for experimental relays used by Paramount Television Productions and Twentieth Century-Fox Film Corp. in their New York theatre TV projects. All were TV relays.

AT&T FACILITIES

DuMont Affiliates Hear Loewi

COMDR. MORTIMER W. LOEWI, director of the DuMont Television Network, told DuMont affiliates last week that the network would fight for equal access to AT&T network facilities to avoid establishment of a network monopoly that would enable surviving networks to become dictators over affiliated stations.

Commander Loewi spoke to affiliates in a closed circuit conference last Wednesday to explain DuMont's motives in complaining to the FCC about AT&T network allocations.

"Without free competition among four or more networks, what would your position be?" he asked affiliates. "What bargaining position could you hold if one or two networks were able to dictate what program you must take, when to take them, and then dictate how much you would be paid for them?"

Won't Hurt Income

He told the stations that the limitations proposed by the FCC in the number of hours a station can take from any one network would not adversely affect station income.

"Even though you take your programs from three or four networks rather than from one or two," he said, "you will still be able to select for your station the commercial programs that assure your profitable operation. And with all four networks competing for your facilities on an equal basis, you will stay in the driver's seat."

Commander Loewi said the FCC had shown in its AM network regulations it was interested in preventing networks from exerting dictatorial powers over stations.

"By its latest actions to insure a freely operated, competitive system of television broadcasting, the FCC has once again proved its interest lies not in the control of TV but rather in assuring that a healthy competitive situation will prevail in the industry," Commander Loewi said.

"In this way the public interest will best be served. In this way the Commission is providing the incentive to all major networks not only to continue present operations but to put into action large-scale plans for expanding both program service and facilities until such time as there can be an ample number of independently-owned stations and intercity connection facilities throughout the country."

PARTICIPATING in the two-way closed circuit conference with DuMont Network affiliates are (l to r): Robert F. Jamieson, manager of station relations; Comdr. Mortimer W. Loewi, network director; Dr. Thomas T. Goldsmith Jr., director of research for Allen B. DuMont Labs Inc.; and Dr. Allen B. DuMont.

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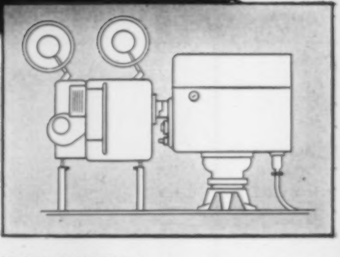
ABC AMERICAN BROADCASTING COMPANY

Mobile Unit Handles Film Commercials on the Spot for Better Control and Economy

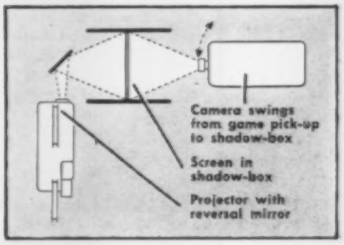
Using the new GPL 16-mm Utility Projector, the American Broadcasting Company scored another television "first" by handling filmed commercials direct from its mobile units at football games. This new technique eliminates the need for expensive studio stand-by facilities and film-chain tie up. It results in smoother programming. And it gives the director on location full control of timing.

The GPL Utility Projector (PA-101) is used with a standard image orthicon camera without special phasing facilities. It projects either direct into the camera, or on an intermediate screen in a shadow box. With the latter, one of the cameras used for game pick-up can be swung around to the shadow box to take commercials.

The PA-101 is not only a professional auxiliary projector for the larger station, it is ideal for studio as well as field work in smaller stations. Easily portable, it may be used for film preview or rear screen projection. And for film telecasts, it may be used with regular studio cameras to provide quality equal to specialized iconoscope film-chain equipment.



ABC ENGINEERS designed a special projector-camera mount for their mobile units. Set-up is easily removable; camera rotates on base for adjustment. Split coupling keeps out light.


Camera swings from game pick-up to shadow-box
Screen in shadow-box
Projector with reversal mirror

NO EXTRA CAMERA required with this alternate arrangement which uses shadow-box screen in stadium camera booth. Camera used for game pick-up may be swung to shadow-box to make commercials.

Write, wire or phone for details . . .

TV Camera Chains • TV Film Chains
TV Field and Studio Equipment
Theatre TV Equipment

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

COY FLAYS HALLICRAFTERS

On TV Ads

INCENSED by a Hallicrafters Co. advertisement attacking FCC's color TV decision, FCC Chairman Wayne Coy accused the company last Friday of attempting "to deceive and frighten the public," and of using "contemptible" means in the attempt.

He accused the company of pitting "fake versus fact" in "a malicious smear campaign."

"I respectfully suggest to Hallicrafters," he said in a letter to President W. J. Halligan, "that it follow the lead of some other progressive manufacturers and begin the manufacture of color sets, adapters and converters, and let the American people decide for themselves whether they like this new dimension in television broadcasting.

"Hallicrafters' products are much better than its propaganda."

Chairman Coy's target was a full-page ad entitled "The Color Television Blunder," placed by Hallicrafters in the Oct. 23 *Chicago Daily News.*

The FCC chief noted that the ad, carried over President Halligan's signature, said the five Commissioners who voted for the CBS color system "contradicted even themselves." The ad quoted FCC's Sept. 1 report on color as saying the Commission "must of necessity rely to a great extent upon industry experts for data and expert opinion in arriving at decisions in the field of (color) standards."

Chairman Coy charged that "then, in the best tradition of out-of-context quoting, you come to a dead stop and ignore the rest of that paragraph of the decision." He said "you refused to finish the paragraph because to do so would have demolished your entire argument."

FCC's Responsibility

The rest of the paragraph, Mr. Coy noted, says that "the responsibility for decision is that of the Commission and we cannot feel bound to accept recommendations and expert opinions when we find from a study of the record that the record supports different conclusions."

Mr. Coy's letter under-lined the following sentence from the same paragraph:

> **In weighing these recommendations and expert opinions we cannot overlook the fact that many of these same parties offered recommendations and expert opinion of the same kind as the basis of their advocacy in the 1946-47 hearing of the simultaneous system—a system which never survived field-testing.**

The complete paragraph, the FCC Chairman told Mr. Halligan, "puts quite a different face upon the matter."

"To continue the quote and give the people the WHOLE story would hardly have served your purpose of pulling the wool over their eyes," he asserted. He also said:

> **The hidden ball trick is a fine piece of football strategy but when it is employed by a large radio manufacturer in an advertisement to deceive and frighten the public on such an important issue as color television, it becomes pretty contemptible.**

Chairman Coy noted that FCC's color hearing covered 62 days and included 53 witnesses who gave 9,717 pages of testimony and presented 265 exhibits.

"Of course," he said, "you did not mention that the FCC was established by the Congress of the United States for exactly this specific type of investigation and decision-making process."

He said Mr. Halligan is "most certainly entitled" to his own opinion as to the "ultimate wisdom of the Commission's decision." But, he said, quoting Bernard Baruch, "Every man has a right to be wrong in his opinion, but not in his facts."

"Color is on the way," Mr. Coy declared, "and the American people are going to be given an opportunity to enjoy it—if they wish." The advertisement phrase, "Men Against the American Wa brought this reply:

> **The things that the phrase, " American Way," stand for are s to me and I deeply resent att such as yours to debase the coi of these words through such a m cious smear campaign.**
>
> **In my view, the American Way cludes telling people the truth, whole truth, so that they can up their minds on the basis of all facts instead of misleading them one-sided attacks such as yours. means giving the people the advant of new inventions as soon as th are developed instead of trying shelve them so as not to interrupt flow of profits from existing produ**

Mr. Coy considered it "unfor nate" that FCC lacks funds "full pages of advertising to rect the misrepresentations have made." He said he was ing his letter public "with the hop that the facts it contains will rea at least some of the readers may have been misled by your and-run attack and that some the mischief may be repaired."

DALLAS-FT. WORTH

ABC, NBC Contract Plans Rejected

FCC HELD last week that television network affiliation contracts must treat Dallas and Ft. Worth as separate metropolitan areas, or risk violation of the Commission's rules.

In letters to NBC and ABC, the Commission turned thumbs down on separate but similar proposals of the two networks to give half-time instead of fulltime contracts to WFAA-TV Dallas and WBAP-TV Ft. Worth.

The proposed contracts had been worked out by the networks in negotiation with the two stations, and were submitted to the Commission for its views.

FCC's letters, released Tuesday, pointed out that under each contract sponsored programs originating during the hours specified in the contract of one station could not be carried by the other station (unless the sponsor wished to use both stations).

The Commission also noted that its TV channel allocations plan regards Dallas and Ft. Worth as two different metropolitan areas. Accordingly, it held, the half-time affiliation contracts would overstep the provision (Sec. 3.632) of the rules which says, in part:

> **No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, express or implied, with a network organization . . . which prevents or hinders another broadcast station serving a substantially different area from broadcasting any program of the network organization.**

ABC had defended the half-time affiliation plan as a means of minimizing duplication of identical programs in the area of overlapping coverage by WFAA-TV and WBAP-TV. NBC had pointed out that advertisers normally would select WFAA-TV rather than WBAP-TV in that area because Dallas is larger, and that therefore the half-time proposal would equalize distribution of NBC programs between the two stations.

FCC ruled, however, that "neither of the two stations renders an adequate service to both cities," within the meaning of TV Engineering Standards. "And although there are some areas where the service from both stations overlap," FCC added, "viewed on an overall basis the Commission considers WFAA-TV and WBAP-TV as serving substantially different areas.

"Thus it would appear that to the extent that the proposed agreements would be applicable to relationships within the scope of Sec. 3.632, they fall within the prohibitions of that Section since they prevent each station from carrying certain [network] programs broadcast by the other," FCC said.

The contracts would require the use of kinescope versions of network programs by the two stations until coaxial cable or radio relay facilities reach Dallas and Ft. Worth.

FCC said that "since the proposed contracts would, in any event, be applicable to network programs transmitted by coaxial cable, when such facilities become available, it is not necessary, for the purposes of passing upon the contract[s] presented, to consider at this time any additional problems which may be presented by a contract which also governs network programs made available to affiliates by kinescope recording."

Serve Same Area

FCC also distinguished the WFAA-TV and WBAP-TV operations from the arrangement under which their respective AM affiliates use the same transmitter and the same frequencies on a share-time agreement. The AM stations "serve the same areas day and night," FCC said, while "the WBAP-TV transmitter is located in Ft. Worth and the WFAA transmitter is located in Dallas and the stations serve two different areas."

WBAP-TV currently has fulltime affiliation contracts with both ABC and NBC. The half-time plan, with each network dividing its schedule equally between the two stations, was evolved by the networks in negotiation with the stations after WFAA-TV asked for affiliation following its acquisition by the *Dallas News* last spring.

PHONEVISION

Zenith Seeks Dec. 1 Te

ZENITH Radio Corp. sought second postponement of its Phone vision test in Chicago last wee after encountering the recurrin stumbling-block—refusal of th motion picture industry to mak good films available.

Zenith, which developed the pay-as-you-see system of televisio planned last week to move the starting date from Nov. 1 to Dec. The test, scheduled for thr months in some 300 Chicago-are homes, was originally set for Oc 1. FCC approved the first po ponement.

Comdr. Eugene F. McDonald Jr. Zenith president, explained: "W simply do not have enough goo first quality feature pictures conduct the test properly throug its full schedule of 90 days. W need more time to conclude negotiations now in progress with number of major producers."

He said the Phonevision transmitter atop the Field Bldg. in th city's loop "has been putting excellent test pictures since September." Inasmuch as Phonevision-equipped TV sets have bee placed in the test homes, "we ar all set and ready to go" except fo the shortage of suitable films.

Despite the fact that motion pi ture producers "should have great er interest in the test than almos any other business group becaus of the vital effect of television upo their industry . . . most of th producers have been reluctant make their productions availab for the test, even though it is se evident that our 300-family can have no effect upon attenda at Chicago theatres.

"We are now talking with seve of them. I hope that this will our last postponement, and that can secure a true cross section their production in time to st our test on Dec. 1," Comdr. Donald said.

XUM

LIPTON TEA
CBS
CBS
CBS
LIPTON TEA

ARTHUR GODFREY'S
TALENT SCOUTS
sponsored by
Thomas J. Lipton, a
CBS Package Program
consistently riding
the rating crest.

For another top
CBS Package Program
now available
for sponsorship,
turn to back page
of this insert.

XUM

NOVEMBER 1950

TELECASTI
NETWORK SHOW

		PM 5:00	15	30	45	6:00	15	30	45	7:00	15	30	45	8:00	15	
SUNDAY	ABC	Canada Dry Super Circus L (E-M)		Peters Shoe Co., M&M Ltd. (Alternating) Super Circus L (E-M)		*Cowboy 'n Injuns* F (E-M)		*The Ruggles* F (E-M)		Goodyear Revue Paul Whiteman L (E-M)		Dodge Motors Showtime U S A L (E-M)		*Hollywood Premiere Theatre* F (E-M)		ist M)
	CBS	*Capitol Cloakroom*		Household Finance Peoples Platform				Lamont, Corliss & Co. Mr. I. Magination		Wm. Wrigley, Jr. Co. Gene Autry Show		American Tobacco This Is Show Business		Ford Motor Lincoln-Merc Toast of the T		
	DuMont							*Our Secret Weapon* *(The Truth)* L (E)		Co-op Starlit Time L (E-M) (NI)				*Rhythm Rodeo* L (E-M)		
	NBC	Quaker Oats The Gabby Hayes Show L		*Watch the World* L		General Foods Hopalong Cassidy F				Regent Cigarettes Leave It To The Girls L (E-M)		General Foods (Jello) Aldrich Family L (E-M)		Frigidaire Div. Comedy Hour-Bobby Cla Alternating every 4th Su Palm.-Peet. Colgate Come		Hope Col.- (E-M)
MONDAY	ABC	*Lois and Looie* L (E-M)	*Space Patrol* F (E-M)							*Club Seven* L (E-M)		Ironrite Corp. Hollywood Screen Test L (E-M)		Chrysler Sales Treasury Men in Action L (E-M)		racy
	CBS	*Lucky Pup*	*United Nations*				*Snarky*		Kellogg Co. Tom Ranger	*Stork Club*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	Lever Bros.-Lux Lux Video Theatre		-Lipton dfrey's couts
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)		*Susan Raye* (E-M)	*Manhattan Spotlight* (E-M)			an Show M)
	NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	C-P-P H' Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)	*Cactus Jim* L				RCA Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room	Reynolds News F (E-M)	Speidel Paul Winchell- Jerry Mahoney Show L		bber Co restone
TUESDAY	ABC	*Lois and Looie* L (E-M)	*Space Patrol* F (E-M)							*Club Seven* L (E-M)		Procter & Gamble Beulah F (E-M)		Pontiac All-American Football F (E-M)		ogers M)
	CBS	*Lucky Pup* L (E-M)	*United Nations*				*Snarky*			*Stork Club*		Oldsmobile CBS-TV News	Pepsi-Cola Faye Emerson	Prudential Insurance Co Prudential Family Alternate We		rica
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)			*Susan Raye*	*Court of Current Issues* (E-M)		opkins Review M)
	NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	Kellogg Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L				Sealtest Kukla, Fran & Ollie L (E-M)		Van Camp Little Show John Conte L	Reynolds News F (E-M)	Texas Co. Texaco Star Th L (E-M)		
WEDNESDAY	ABC	*Lois and Looie* L (E-M)								*Club Seven* L (E-M)		Bendix Home Appliances Chance of a Lifetime L (E-M)		Arnold Baker's Life Begins at 80 L (E-M)		Tracy M)
	CBS	Quaker City Chocolate Lucky Pup	*United Nations*				*Snarky*		Kellogg Co. Tom Ranger	*Stork Club*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	Toni-Pillsbury (Alt) Arthur Godfrey and		Myers ds
	DuMont					Cadbury-Fry America Inc. Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		Rosefield Packing Co. Captain Video L/F (E-M)		*The Most Important People* L (E)	*Manhattan Spotlight* L (E-M)			
	NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	Mars Inc. H' Doody L (E-M)	Intnl. Shoe Howdy Doody L (E-M)	*Cactus Jim* L				Ford Motor Div. Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room L	Reynolds News F (E-M)	Motorola Inc. Four Star Rev		
THURSDAY	ABC	*Lois and Looie* L (E-M)	*Space Patrol* F (E-M)							*Club Seven* L (E-M)		General Mills Lone Ranger* F (E-M)		Admiral & P. Lori Stop the Mus L (E-M)		
	CBS	Bristol- Myers Ipana Lucky Pup	*United Nations*				*Snarky*			*Stork Club*		Oldsmobile CBS-TV News	Pepsi-Cola Faye Emerson	Columbia-Show Goes On Carnation-Burns & Allen Alternate Weeks		fety Razo Goes On
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		W. H. Johnson Candy Captain Video L/F (E-M)						
	NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	Kellogg Co. H' Doody L (E-M)	C-P-P Howdy Doody L (E-M)	*Cactus Jim* L				Sealtest Kukla, Fran & Ollie L (E-M)		Van Camp's Little Show John Conte L	Reynolds News F (E-M)	DeSoto-Plymouth You Bet Your Life F		*Falls* L
FRIDAY	ABC	*Lois and Looie* L (E-M)	*Space Patrol* F (E-M)							*Club Seven* L (E-M)		Green Giant Co. Life With Linkletter L (E-M)		Ronson Art Metal Works Life With Linkletter L (E-M)		Co. Football L (E-M)
	CBS	Sundial Shoes Lucky Pup	*United Nations*				*Snarky*		Kellogg Co. Tom Ranger	*Stork Club*		Oldsmobile CBS-TV News	Liggett & Myers Perry Como	General Foods Maxwell House Coffee (Mama)		ynolds st Crime
	DuMont					Co-op Small Fry Club L/F (E-M)		Co-op Magic Cottage L (E-M)		*Captain Video* L/F (E-M)		*The Most Important People* L (E)	*Manhattan Spotlight* L (E-M)			ot Polish Camera (NI).
	NBC	*NBC Comics*	*Panhandle Pete and Jennifer*	Mars Inc. Howdy Doody L (E-M)	Wander Co. Howdy Doody L (E-M)	*Cactus Jim* L				RCA Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room L	Reynolds News F (E-M)	Miles, Quiz Kids L		People
SATURDAY	ABC									*Sandy Dreams* L (E-M)		General Mills The Irwins F (E-M)		American Dairy Assn Paul Whiteman TV Teen Club L (E-M)		iteman Club M)
	CBS					*Lucky Pup*	*Week In Review*	*The Big Top*				A. C. Gilbert Boys R.R. Club	Pepsi-Cola Faye Emerson	Anheuser-Busch The Ken Murray S		
	DuMont									*Captain Video* L/F (E-M)		*Country Style* L (E-M) (NI)				
	NBC			Lionel Joe DiMaggio Show	Alsco Co. Wendy Barrie L	*American Form of the Air* L		Brown Shoe Corp. Smilin' Ed. McConnell L (Alt. weeks) Pinky Lee F		Peter Paul Hank McCune		Manhattan Soap Co. One Man's Family L (E-M)				Camp Wildro

Programs in italics are sustaining.

Time is EST.

L is live; F, Film; K, Kinescope Recording; E, Eastern Network; M, Midwestern Network; NI, Noninterconnected stations.

CBS Daytime

Monday-through-Friday, 4-4:30 p.m., *Homemakers Exchange*, L (E-M); 4:30-5 p.m., *Vanity Fair*, L (E)

NBC Daytime

Sunday—p.m.

2:45	Hanson Baldwin Weekly War Room
3	Battle Report—Washington
3:30	Mrs. Roosevelt Meets the Public
4	Meet the Press, Revere Copper & Brass
4:30	Zoo Parade, Quaker Oats Co.

Monday-Friday—p.m.

3-3:30	Ransom Sherman Show
4-5	Kate Smith Show (Thur. 4:15-4:30 American Home Products Corp.; Thur. 4:30-4:45 Minute Maid Corp.)

Mon., Wed., Fri.—p.m.

3:30-4	Bert Parks Show; General Foods sponsors Wed., Fri.

Tues., Thurs.—p.m.

3:30-4	Bridge in the Middle

XUM

15				PM 11
Marshall Plan in Action F (E-M)	*Soap Box Theatre* F (E-M)	Gospel Best'g Corp. Old Fashioned Revival Hour F (E-M)	Young People's Church of The Air Youth on The March	
General Electric Co. Fred Waring Show		B. F. Goodrich Co. Celebrity Time	Jules Montenier Inc. Stoppette What's My Line	Arnold Robt. Q. Lewis
Arthur Murray's Studios Arthur Murray Show L (E-M) (NI)		*They Stand Accused* L (E-M)		
Philco Corp. Philco Television Playhouse L (E-M)		Congoleum-Nairn Inc Garroway At Large L (E-M)	Nestle Co. (Nescafe) Take A Chance L	
Pharma-Craft Am. Razor Blade Corp. The College Bowl L (E-M)	*On Trial* L (E-M)	*Double Feature* F (E-M)		
Philip Morris Co. Horace Heidt	General Foods-Sanka The Goldbergs	Westinghouse Electric Corp. Studio One		Masland At Home Party L
Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI)				
Admiral Lights Out L	American Tobacco Co. R. Montgomery, Lucky Strike Theatre Alternates with Colgate-Palmolive-Peet, Musical Comedy Time (L)		Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open Hous L
Hudson Motor Car Co. Billy Rose L (E-M)	Mogen David Wine Can You Top This? L (E-M)	*Roller Derby* L (E-M)	American Tobacco Co. Roller Derby L (E-M)	
R. J. Reynolds Vaughn Monroe Show	Electric Auto-Lite Suspense	Block Drug Danger	*We Take Your Word*	
Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)		Food Store Programs Corp. Star-Time L (E-M) (NI)		
Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M)	P. Lorillard Original Amateur Hour L		Anchor Hocking Open Hous L
Philco Corp. Don McNeill TV Club L (E-M)		Co-op Wrestling L (E-M) (To Midnight)		
Bymart, Inc. Teller of Tales	P. Lorillard Co. Embassy Cigarettes The Web	Pabst Sales Co. Blue Ribbon Bouts	Philip Morris Sports Interview	
Co-op Famous Jury Trials L (E) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)	Tidewater Assoc. Oil Broadway to Hollywood L (E)		
Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L	Armour Stars Over Hollywood F	Anchor Hocking Open Hous L
Packard Motors Holiday Hotel L (E-M)	Gruen Watch Co. Blind Date L (E-M)	Seeman Bros. I Cover Times Square L (E-M)	Blatz Brewing Co., Roller Derby Florsheim Shoe Co. Red Grange Predicts (11:15 to 11:30)	
Esso Standard Oil Kroger Co. Alan Young Show	Lever Bros.-Rinso Big Town	Philip Morris Co. Truth or Consequences	Nash Motors Nash Airflyte Theatre	
Kaiser-Frazer Ellery Queen L (E-M) (NI)	*Boxing* L (E-M) (NI)			
Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane, Private Eye L	*Film* TBA	Anchor Hocking Open Hous L
Jos. E. Schlitz Brewing Corp. Pulitzer Prize Playhouse L (E-M)		Best Foods Inc. Penthouse Party L (E-M)	*Diane Dozee Show* L (E-M)	Exquisite Form Bra's L(E-M)
Ford Motor—Ford Theatre Magnavox—Magnavox Theatre Alternate Weeks		Nash Kelvinator Morton Downey	Sylvania Electric Beat the Clock	
Bond Clothing Stores Hands of Mystery L (E-M) (NI)	*Roscoe Karns,* *Inside Detective* L (E-M) (NI)	Drug Store TV Productions Cavalcade of Stars L (E-M) (NI)		
Bonafide Mills Versatile Varieties L	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L	Gillette Boxing L	Chesebrough Greatest Fights F	Anchor Hocking Open Hous L
Roller Derby (to Conclusion)				
Frank Sinatra		Carter Ludens Sing It Again	Sterling Drug Sing It Again	
Allen B. DuMont Labs Saturday Night at Madison Square Garden L (E-M)		*Saturday Night at the Garden*	Chesebrough Mfg. Co. Saturday Night at the Garden	*Wrestling*
Campbell Soup, Whitman's, Johnson's Wax, Wildroot, Snow Crop, Minn. Mining & Mfg., SOS, Benrus, Crosley Saturday Night Revue L(E-M)			American Tobacco Co. Your Hit Parade L	Roma Win Party Tim At Club Roma (11-11:30)

DuMont Daytime Schedule

12:00 Headline Clues—with George F. Putman
12:30 p.m. Johnny Olsen's Rumpus Room
1:00 Dennis James' Okay Mother
1:30 Man on the Street—with Dan Peterson
1:45 Susan Raye Sings

THE

SAN FRANCISCO

TELEPULSE

is now available to Pulse subscribers and all interested parties. Utilizing the same interviewing technique and covering a full week's televiewing from 12 Noon to 12 Midnight, San Francisco joins the following roster of Tele-Pulse reports available monthly:

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NEW YORK
PHILADELPHIA
WASHINGTON, D.C.
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS
DAYTON
ST. LOUIS
LOS ANGELES

For Telefacts

in these markets . . .

ASK THE PULSE

THE PULSE

INCORPORATED

15 West 46th Street

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SONGS FOR SALE
bright new music
and fun...it's a
CBS Package Program
designed for a
fast run into the
winner's circle.

Comedian Jan Murray exposes aspiring new songwriters to a panel of experts for a session of what Variety calls "topflight entertainment values."

XUM

L.A. TALENT

TVA Negotiations Open

NEGOTIATIONS on terms for local wages and working conditions for television performers approved at a previous meeting Oct. 27 were opened by Television Authority last Thursday (Nov. 2) with the seven Los Angeles television stations. Membership had also voted at the Oct. 27 meeting to reject network counter proposals and empower the national TVA board to strike. Both New York and Chicago TVA memberships had previously approved strike action against networks if no agreement could be reached [TELECASTING, Oct. 30].

Local proposals which would cover a period of one year call for the following fees on live telecasts: One hour program, $75 plus rehearsal fee; half-hour, $50 plus rehearsal fee; 15 minutes, $35 plus rehearsal. Rehearsal payment calls for $6 an hour with minimum of five hours rehearsal required for an hour program, three hours for half-hour show, hour for 15-minute program.

Terms call for division of commercial announcements into two categories: (a) integrated commercial messages under single sponsorship; (b) non-integrated commercial spots; or spots used in participating shows. In the former category performers are to receive regular applicable rates in accordance with the length of program in which such commercials are used; in the latter, performers are to be paid $25 plus hour rehearsal at regular rehearsal rate for each such spot.

Minimum fee for re-use of a telecast on the same station by kinescope, film or "other mechanical device" calls for payment of performers or original fee for each re-use.

Rates for sportscasters are to be $150 per event for play-by-play sportscasting and $100 per event for assistant sportscaster or color man.

On retakes on film or kinescope performers are to be paid no less than one-half of program fee plus any rehearsal required, providing time for such re-take does not conflict with any existing commitments of performer.

Performers are to be paid not later than three days after date of performance with all checks to be mailed directly to performer.

Terms also cover audience participants, doubling, rest periods, auditions, group performers, understudies, replacements, wardrobe maintenance.

In the meantime, TVA, currently embroiled in a jurisdictional dispute with Screen Actors Guild over actors in television films, was preparing to oppose a SAG petition to NLRB seeking certification as bargaining agent for actors in films in Southern California at upcoming NLRB hearings Nov. 13 [TELECASTING, Oct. 30]. Hearings originally set for Oct. 25 were postponed at the request of TVA.

SIX-PAGE illustrated folder, providing information on RCA's latest field TV equipment, announced by RCA Engineering Products Dept.

THAT'S a contract gentlemen! It covers the Home Products Co. new campaign for Centinal radio and TV products over WKRC-TV Cincinnati. L to r: Edward Brownstein, sales executive, WKRC-TV; Rodney Young, promotion manager, Home Products; Don Chapin, station's local sales manager, and Felix Kahn, vice president of Home Products.

NEW TECHNIQUES

TV Society Studies Program Problems

DEEPER comprehension of television as a new and "miraculous" medium—along with new techniques and ideas for production—is a more critical need in the TV industry today than is the need for new material. This opinion was voiced by Henry Souvaine, independent package producer, at an American Television Society meeting held in New York a fortnight ago.

A panel discussion of "Ideas, Writers, Programs for TV—From Where?" was presided over by Don McClure, N. W. Ayer & Son TV director and chairman of the Society's Forum Committee. On the panel, in addition to Mr. Souvaine, were Arthur Heineman and Janet Wood, CBS-TV story editors, and Annie Laurie Williams, authors' representative.

A large part of existing material in the libraries, Mr. Souvaine said, has not been seen in any form by three-quarters of the American people. Improved techniques, rather than new material, will make television better five years from now, he stressed, adding that the producer or account executive who thinks out new formulas and adaptations should "get a medal."

There are factors narrowing the field of suitable TV material, Mr. Heineman said, from which Broadway is free. Where for Broadway production, playwrights have a year or two for a script, in TV, they have "until yesterday morning." Plays are rewritten at least once and the production worked into shape over an extensive try-out period, but TV material and productions are "on the wing."

A volatile group of pressures peculiar to TV are at work, Mr. Heineman continued, describing an automobile sponsor's objection to having a traffic smash-up in the script; last-minute cancellation of a leading lady around whom the show had been built; the intrusion of the "exact time" factor; and the 'one-shot" evanescence of what is achieved.

Miss Wood said that television had grown so rapidly that only within the past year or two has the question of material been given attention. Even now, she pointed out, CBS-TV is the only network with a story department. And that department grew from Mr. Heineman alone to a staff of 12, she said. Manuscripts fall into three categories, she went on. Some are solicited; others have already been broadcast, published, or produced; and others arrive unsolicited.

"TV prices for material has to come up!" she said, in view of the scarcity of suitable material, and the intense effort along with quantity of output required.

Discuss New Writers

The question of unknown writers "getting a hearing" was raised by a member of the audience. Mr. Souvaine said he believed that "talent always finds a way," and that the embryo writer has no right to expect special consideration any more than the beginner in carpentry, song-writing, or other pursuits.

Disagreeing with this view, Jay Gorney, CBS writer-producer recently from Hollywood, said that "great ideas come from new writers." America, he said, has had committees for the conservation of soil, timber, birdlife—in fact, about everything except for conservation of talent. A Hollywood talent search with which he was associated, Mr. Gorney continued, had auditioned 1,500 people to "find" 15 or 20 and it had "paid off handsomely." He urged the TV industry, which in his opinion offers more for unheard-of talent than any other medium, to organize such projects.

Mr. Heineman, replying to a question, said that out of 200-300 scripts read each day by the CBS-TV story department, "less than six" were found suitable. Miss Wood pointed out that much of the material read had been "screened" in some fashion before reaching them, either by publication, broadcast, production elsewhere, or through agents.

WWJ-TV HOME

New Building Started

POWER shovels last week began excavation for the foundations of a new two-story building to house WWJ-TV Detroit. Scheduled for completion by midsummer of 1951, the addition to the WWJ facilities will give the station structure and equipment equal to any in the country.

Harry Bannister, WWJ-AM-FM-TV general manager, said that the new unit will be devoted exclusively to television and will free important sections of the Detroit News Bldg. and the Studio Bldg. for the news publishing and radio broadcasting uses for which they were designed.

The building will be 150 ft. by 130 ft., with three first floor studios of 1,824 sq. ft., 2,385 sq. ft., and Studio A which will be 58 ft. by 83 ft. Each of these will be two-stories high, with provisions for the use of TV cameras on all sides and from above. In addition, Studio A will have a rotating stage large enough to hold a truck, if needed, with ramps making it possible to drive vehicles onto each stage.

A small public gallery will face the main studio, for restricted use, with public telecasts continuing to originate in the auditorium studio of the radio building. The three studios will quadruple the stage space now available to WWJ-TV. Upon completion, it will be the only building in Detroit devoted exclusively to TV use.

The production offices and engineering control rooms will be on the first floor, with master control room above. Here all engineering operations involving network and local programs will be centered physically as well as electronically.

There will be no windows in the new unit, except for a glassed-in stairwell between the two units, giving access to the basement and second floor levels of both buildings. The facing of Indiana limestone will continue the construction motif of the studio building, with matching brick for the other sides. The Detroit architects, Giffels & Vallet Inc., in consultation with L. Rossetti, worked with the experts who designed the television facilities for the new United Nations building in New York.

Station
KRLD TV
DALLAS

Serves
THE LARGEST
TELEVISION
MARKET . . .
Southwest
DALLAS
FT. WORTH

Combined Population
DALLAS and TARRANT
COUNTIES . . .
920,500

NOW there are
76,839
Television Homes
in KRLD-TV's
Effective
Coverage Area

The CBS Station
for DALLAS and
FORT WORTH
this is why
KRLD
AM-FM-TV
Channel 4
is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Petry Surveys Market Information Needs

(Report 136)

BUYERS of TV time want "more facts and less bulk, more standardization and fewer adjectives," according to a survey made by TV salesmen of Edward Petry & Co. among timebuyers in eight cities, representing agencies placing over 75% of the multi-million dollar appropriations spent annually by national advertisers for radio and TV time.

In personal interviews, the Petry TV salesmen discovered that 50% of the TV buyers want more market information and 56% want more program information. Over 60% of the TV buyers said that visual material, such as films and still pictures of TV programs, help them most in their decisions, with 55% of these stating that they do not receive enough of this material.

Chief Complaint

Chief complaint about market and program information, voiced by 58% of those interviewed, is that it is not sufficiently standardized; 42% said it is "not factual enough," and 19% complained that much of the data is prepared in forms that do not fit their files. On market data only, 17% of the agency TV buyers said the material is too bulky; 17% said it is too sparse and a third 17% found it out of date. Half of the buyers found rate information insufficiently standardized; 31% said there was not enough factual material.

Four Stations Issue New Rate Cards

NEW rate cards have been announced by four television stations—KFI-TV Los Angeles, WAVE-TV Louisville, WDTV (TV) Pittsburgh and WTVJ (TV) Miami.

KFI-TV has put into effect Rate Card No. 6, representing a 50% increase over previous rates. Class A (6 to 11 p.m., Sun-Sat.) hourly rates become $750; one-minute live or film announcements, $135; two-minute participations, $150. Hour of Class B time (12 noon to 6 p.m., Sun.-Sat.) becomes $450; spot announcements, $81; participations, $90. Class C time (9 a.m. to 12 noon) becomes $300 an hour; spots, $54; participations, $60.

Rate Card No. 4 for WAVE-TV became effective Oct. 1 and set an hour of Class A time (6-11 p.m., Mon.-Fri.; 12 noon-11 p.m., Sat. and Sun.) at $300 on a one-time basis. One-minute or 20-second film announcements start at $60 in Class A time. Class B time (5-6 p.m., Mon.-Fri.; sign-on-12 noon, Sat. and Sun.; 11 p.m.-sign-off, Mon.-Sun.) costs $225 for a one-time hour and film announcements start at $45. In Class C time (sign-on-5 p.m., Mon.-Fri.) rates start at $150 an hour and $30 for film spots on a one-time basis.

Nov. 1 was the effective date for Rate Card No. 5 at WDTV. Basic hourly rate increased from $450 to $600 in Class A time (6-11 p.m., Mon.-Fri.; 12 noon-11 p.m., Sat. and Sun.). Class A announcements start at $100 a minute. An hour of Class B time (5-6 p.m., Mon.-Fri.; 11 p.m.-sign-off, Sun.-Sat.) became $480 and spots, $80. In the remaining time, Class C, a one-time hour is now set at $360 while minute spots start at $60.

On Jan. 1, 1951, Rate Card No. 5 becomes effective at WTVJ. A one-time hour of Class A film time (6-11 p.m. and all day Sunday) becomes $375, while spots of one minute or less will be $65. Class B time (4-6 p.m., 11-12 p.m.) starts at $281 an hour and $50 for spots. All other time, Class C, will be $188 an hour and $38 for spots. Live rates are furnished upon request.

* * *

Set Usage In Homes With Children

TELEVISION set usage in homes without children falls to its lowest point between 5 and 7 p.m. The highest period for TV viewing by children is between 5:30 and 5:45 p.m.

These are among the major findings of Advertest Research as reported in its latest issue of "The Television Audience of Today," covering children's televiewing. Study is based on 758 interviews in TV homes throughout the New York television area.

It was reported that 62.3% of

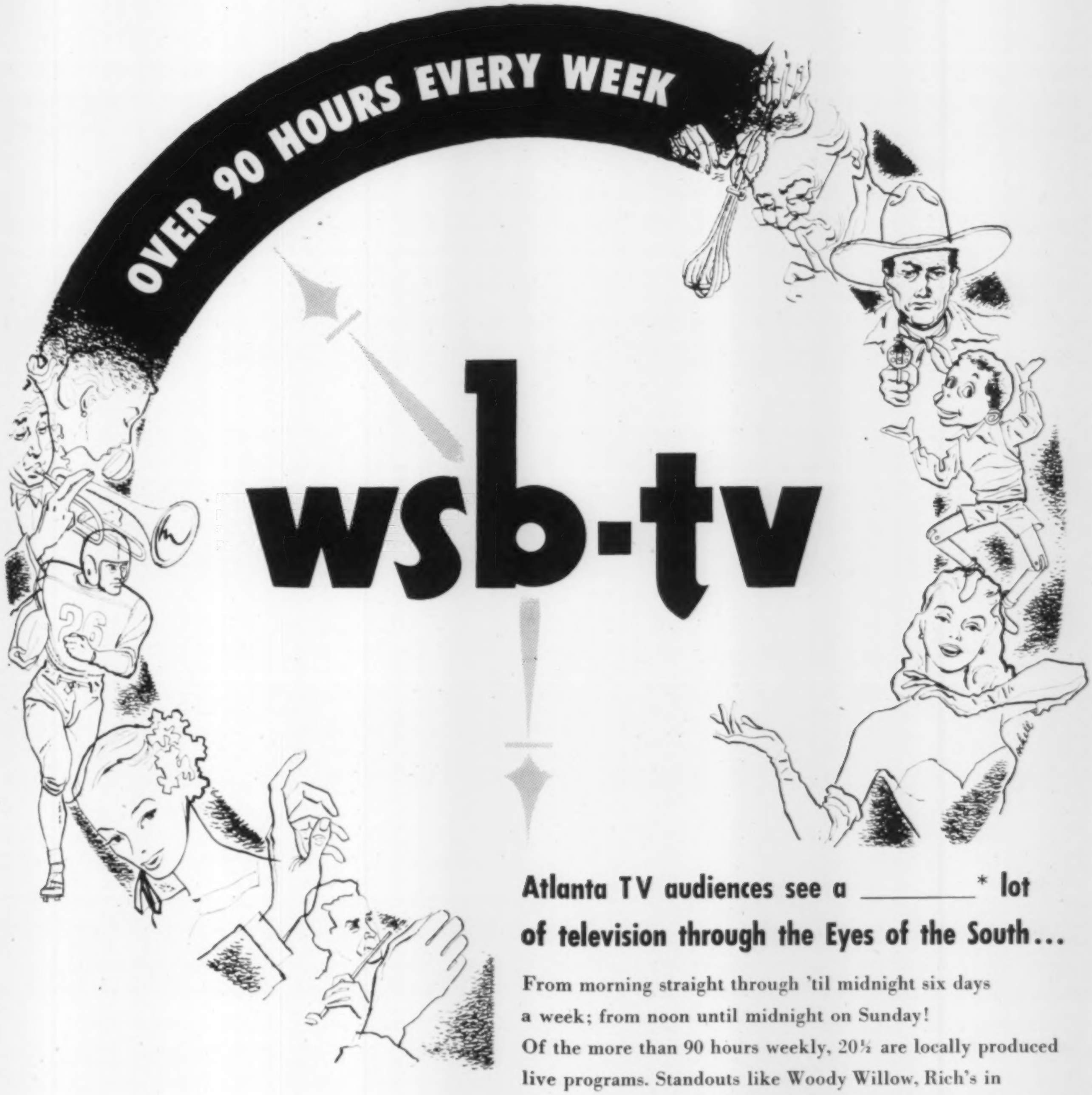
(Continued on page 68)

Weekly Television Summary—November 6, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	5,000
Ames	WOI-TV	21,346
Atlanta	WAGA-TV, WSB-TV	65,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	222,186
Binghampton	WNBF-TV	24,650
Birmingham	WAFM-TV, WBRC-TV	26,500
Bloomington	WTTV	11,000
Boston	WBZ-TV, WNAC-TV	525,130
Buffalo	WBEN-TV	134,667
Charlotte	WBTV	36,238
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	679,417
Cincinnati	WCPO-TV, WKRC-TV. WLWT	178,000
Cleveland	WEWS, WNBK, WXEL	315,024
Columbus	WBNS-TV, WLWC, WTVN	95,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	76,839
Davenport	WOC-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	330,539
Erie	WICU	41,350
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	76,839
Grand Rapids	WLAV-TV	56,211
Greensboro	WFMY-TV	25,000
Houston	KPRC-TV	46,575
Huntington-Charleston	WSAZ-TV	26,383
Indianapolis	WFBM-TV	95,000
Jacksonville	WMBR-TV	20,000
Johnstown	WJAC-TV	37,800
Kalamazoo-Battle Creek	WKZO-TV	40,570
Kansas City	WDAF-TV	61,613
Lancaster*	WGAL-TV	63,743
Lansing	WJIM-TV	31,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	747,867
Louisville	WAVE-TV, WHAS-TV	52,399
Memphis	WMCT	60,176
Miami	WTVJ	40,000
Milwaukee	WTMJ-TV	160,665
Minn.-St. Paul	KSTP-TV, WTCN-TV	141,100
Nashville	WSM-TV	8,500
New Haven	WNHC-TV	102,300
New Orleans	WDSU-TV	37,371
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,635,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	34,939
Oklahoma City	WKY-TV	48,203
Omaha	KMTV, WOW-TV	42,751
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	695,000
Phoenix	KPHO-TV	16,900
Pittsburgh	WDTV	152,000
Portland, Ore.	....	978
Providence	WJAR-TV	86,880
Richmond	WTVR	42,534
Rochester	WHAM-TV	51,080
Rock Island	WHBF-TV	23,529
Quad Cities	Include Davenport, Moline, Rock Ise., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	27,409
San Antonio	KEYL, WOAI-TV	31,275
San Diego	KFMB-TV	58,000
San Francisco	KGO-TV, KPIX, KRON-TV	99,022
Schenectady Albany-Troy	WRGB	106,800
Seattle	KING-TV	43,200
St. Louis	KSD-TV	184,500
Syracuse	WHEN, WSYR-TV	71,295
Toledo	WSPD-TV	57,000
Tulsa	KOTV	43,875
Utica-Rome	WKTV	24,875
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	174,485
Wilmington	WDEL-TV	46,749

* Lancaster and contiguous areas.   Total Markets on Air 63   Stations on Air 107   Sets in Use 8,546,446

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



Atlanta TV audiences see a __________* lot of television through the Eyes of the South...

From morning straight through 'til midnight six days a week; from noon until midnight on Sunday! Of the more than 90 hours weekly, 20½ are locally produced live programs. Standouts like Woody Willow, Rich's in Your Home, Strictly for the Girls, EAL News and Come into the Kitchen are included. This local flavor—plus a beaming of the best from NBC and ABC—is why more Atlanta people see more programs on WSB-TV. WSB-TV is an affiliate of The Atlanta Journal and The Atlanta Constitution. Edw. Petry & Co., Inc. is national representative.

*Supply your own adjective!

'Freeze' in Vain?

(Continued from page 52)

pated in UHF allocation, Mr. Gillett replied, "trouble." He explained there may be some "heart-breaking disappointment" later if the expected UHF coverage is not realized, noting RCA-NBC experience at Bridgeport [TELECASTING, Oct. 30].

"I don't know if I want the UHF channels, period," Mr. Gillett said.

He suggested a flexible allocation plan to "allow us to trim sails" later as propagation data develops.

Paul Raibourn, president of Paramount Television Productions, licensee of KTLA (TV) Los Angeles, observed the "Commission has a complex job of establishing an equitable allocation policy after a substantial portion of the spectrum has been preempted for Government communications purposes and for the many uses in which radio is proving itself indispensable from the standpoint of general security and personal safety."

As to the existing standards of separation as devised in 1945, Mr. Raibourn said he "raised the question" whether such standards "are not technically feasible with proper receiving apparatus, including proper antenna design and location."

"There is question whether the public interest might not be better served," he said, "if allocation factors remained the same and manufacturers were thereby forced to design and produce receivers with higher tuning discrimination. . . . The receiver design criteria needed to permit the existing VHF channel allocation to continue are not extreme or difficult and some manufacturers produce receivers which are adequate."

WSAZ-TV
Channel 5

Exclusive
Coverage
of the Rich
HUNTINGTON-CHARLESTON
Market

Now Interconnected

OHIO
PORTSMOUTH
IRONTON
W. VA
ASHLAND
KY.
36 MILES
HUNTINGTON
CHARLESTON
LOGAN

Rep. Nat. by the Katz Agency

Mr. Raibourn cited personal experience to prove his point. He said he lives in Southport, Conn., "one of the hottest spots in the country for television interference." Here, he related, the picture from Washington transmissions 245 airline miles away has been known to equal the picture from the Bridgeport UHF station 9 miles away, which due to a hill nearby, is 110 below line of sight. Also he related that Channel 3 pictures from Philadelphia "are often equal in enjoyment" to the upper VHF channels in New York.

Explains Antenna

Questioned by Mr. Plotkin, Mr. Raibourn explained he employs a double dipole with reflector atop a $1,500 125-ft. mast. Asked if this represented a typical home installation, Mr. Raibourn stated the antenna was designed also "for a great deal of experimentation" but comparable home reception was found to exist at 70 ft.

Mr. Raibourn feared the UHF as a broadcasting medium would not "rapidly develop to the degree of which it is capable" since the major economic and population centers were not assigned channels. "Even when it does," he said, "the VHF stations will stand in relation to the entire scheme as the clear channel stations do now in the AM broadcasting structure."

He explained Paramount earlier told FCC that the failure to allocate UHF to major markets "limits the incentive to the rapid development of UHF service and provides a major deterrent to the manufacture and distribution of UHF receivers."

The Paramount executive pointed out the VHF service by Jan. 1 will have at least a 10,000,000 family market and before UHF becomes an important factor will have a headstart of 20,000,000 families. Since one or more VHF signals will become available to 98% of all the people, in competition with local UHF outets, the UHF cannot grow as an integrated part of the general television system if it is confined to secondary and still smaller markets, he said.

Mr. Raibourn noted that in the early period of AM broadcasting under the Davis Amendment the Commission found that geographical formulas for allocation were unduly restrictive. "It is the position of Paramount that in the present stage of television development, the contemplated assignment of UHF frequencies will be even more restrictive," he said.

He saw it economically possible for New York, in addition to the existing VHF stations, to support an additional 20 UHF outlets while Chicago could support perhaps 10 UHF stations. The witness indicated program concepts would necessarily change, with much more interest in local affairs occurring.

R. G. Kloefler, head of the department of electrical engineering at Kansas State College, urged FCC to lower its minimum radiated power requirements for areas of low population density in order that smaller communities might economically afford stations. He pointed out noise levels are low and there are few other stations to cause interference in such areas. Kansas State has asked FCC to switch Channel 8 from Junction City to Manhattan, where it operates KSAC, a regional AM outlet which shares time with WIBW Topeka.

Andrew F. Inglis, Washington consulting engineer appearing in behalf of Home News Pub. Co., New Brunswick, N. J., answered opposition of W. H. C. Higgins to FCC's proposal to allocate community UHF channels to some cities while not to others.

Mr. Inglis presented data to show it is a very difficult problem in some cases for a station to serve adequately an entire metropolitan area as required by FCC's proposed rules, hence the conclusion that outlying cities such as New Brunswick have technical need for community stations. Earlier Mr. Inglis presented conclusions based on the Home News Pub. Co.'s UHF experiments there [TELECASTING, Oct. 30].

George C. Davis, engineering consultant for Johnson-Kennedy Radio Corp., licensee of WIND Chicago, introduced a coverage map to illustrate the extent of the Chicago metropolitan area. He said to provide Grade B service from the center of Chicago to the farthest point, a distance of 39.5 miles, would require ERP of 700 kw from a 500 ft. antenna. He urged that FCC make its rules more flexible to cover such cases.

Waldschmitt Proposal

Similarly, a more realistic and practical approach to the definition of metropolitan districts and communities was proposed by Joseph A. Waldschmitt, consulting engineer for Trent Broadcast Corp. (WTTM), Trenton, N. J., and Independent Merchants Broadcasting Co. (WLOL), Minneapolis. Some modification in the rules on coverage also would be in order, he indicated.

Use of high power and high antennas was urged by A. Earl Cullum Jr., consulting engineer, who appeared for several station clients. On the premise that rural citizens are entitled to TV service, he introduced measurements on 63 mc and 195 mc, representative of the lower and upper segments of the VHF band.

Based on his calculations, Mr. Cullum said there is no change in co-channel interference by variations in antenna height. This is contrary to the belief of some engineers in and out of the Commission. He showed actual measurements to support this claim. The closer the co-channel spacing, the more important the antenna height, he declared.

SEEN as boon to use of motion picture film on television is this newly-developed Westinghouse mercury vapor lamp (800 w) being inserted in a regular movie projector by NBC-TV actress, Ava Norring. Firm says the lamp, one-eighth as bright as the sun, can help lend a "live" quality to motion picture telecasts. When used in a searchlight, lamp as light source enables accurate measurements of cloud ceilings, thus promising to aid the field of aviation also.

Increase in power, however, increases interference, according to Mr. Cullum. He said that 300 kw is required at 195 mc to give the same service as 100 kw at 63 mc. Manufacturers can produce transmitters turning out 10 to 20 kw at 195 mc, he said, and are working on even greater power.

Mr. Cullum contended FCC's proposed allocation wipes out Class C rural service because of the protection given Class B. He said co-channel spacing is dominant in allocation, with adjacent-channel spacing less important because receiver design can take care of much of the interference. He submitted as a rule-of-thumb the use of approximately half the co-channel spacing in adjacent-channel allocation.

Articles describing the WCON-TV (WSB-TV) Atlanta 1057-foot antenna and an RCA high-gain directional antenna were introduced by Mr. Cullum. He complained he had been trying several months to get FCC permission to install automatic recorders in the Southeast to make further measurements.

In general Mr. Cullum advocated use of 100 kw with 1000-foot towers and 225-mile separation in the lower VHF band and 300 kw with 1000-foot towers and 200-mile separation on the upper VHF band. He said WBEN-TV Buffalo, WJBK-TV Detroit, WSB-TV Atlanta and WBAL-TV Baltimore were among stations that had applied for high power and tall antennas.

Mr. Cullum said that if all parts of the nation are to have three TV services, there can be no more than three stations in a community. He said FCC's proposed allocation penalizes rural dwellers.

There is no fundamental reason UHF frequencies cannot provide excellent TV service if proper consideration is given to physical factors involved, he insisted. Radiated power of 100 to 1,000 kw should be standard in UHF, he said, with antennas 1,000 feet or more in height. He argued FCC should encourage tests in the UHF band.

Serious competitive problems face UHF stations, according to Mr. Cullum. On questioning, he said the 1057-foot tower in Atlanta cost $85,000 plus $45,000 for erection and $27,000 for antenna gear, or a package cost of around $200,000. He estimated a 500-foot tower, with reduced power, would cost $75,000 to $100,000, or a differential of $125,000 in view of rising costs.

He felt TV offset technique should be studied further but separation should not be reduced in view of the failure to realize anticipated gains in some cases.

Four VHF channels can serve 75% to 85% of the U. S. population, he said, with 1000-foot towers and 100 kw power in the lower band and 300 kw power in the upper half. Four more channels would provide a second service to the nation and another four would give a third service. As to height, he said the cost of a 1000-foot tower is feasible when spread over a period of years. He claimed several TV stations can use the same tower under proper conditions.

Cullum Lists Clients

On questioning, Mr. Cullum said he was testifying on behalf of several clients. While they had not reviewed details of his testimony in advance, he explained, they were familiar with his general recommendations and approved them. Clients included WSB-TV Atlanta, Hearst Radio, WFAA-TV Dallas, Fort Industry Co. and WHUM Reading, Pa.

Dixie B. McKey, consultant representing WLAN Lancaster, objected to the proposed 10 kw minimum power on the ground lower power might prove adequate. He advocated use of directional antennas and felt UHF stations faced serious economic problems in cities with VHF stations.

Robert L. Kennedy, consultant representing WHYN Holyoke, Mass., said his studies showed that adequate service could be rendered in VHF with less than 10 kw in at least one case and he believed there would be similar cases.

Andrew F. Inglis, consultant appearing for WROW Albany, N. Y., a TV applicant, said WRGB on Channel 4 is the only one allocated to the tri-city area. It violates the FCC's rules, he contended. UHF is impractical in the area, he argued, in asking allocation of Channels 7 and 11 to Albany-Troy-Schenectady with power-height limited to 25 kw and 500 feet. He opposed the requirement that a TV station must cover an entire metropolitan area with Class B service and felt lower power will be adequate in many cases. He asked removal of restrictions on directional antennas.

Paul F. Godley, radio-TV consulting engineer, of Montclair, N. J., urged FCC to keep its allocations plan flexible so that directional antennas might be employed for stations to "fill in" coverage in areas where it is needed.

He submitted charts and maps to show "that directive antenna systems having nulls deeper than 10 db below radiation maxima may be readily designed and constructed and that these may be effectively utilized in connection with TV allocation problems."

Where FCC's proposed standards would turn thumbs down on "nulls deeper than minus 10 db as compared to the maximum value of radiation in any direction," Mr. Godley said his own tests showed that as much as minus 15 db may be "amply conservative."

FCC Assistant General Counsel Plotkin's questioning took the tack that it would be wiser not to authorize directional antennas immediately, until they are proved practical. Mr. Godley insisted, however, that on the basis of his studies he felt directionals should be permitted from the beginning as a means of giving needed service not provided in the allocation plan itself.

	1948's 150-mile Proposal	1949's 220-mile Proposal
Area of eastern U.S. receiving at least 1 signal	251,705 sq. miles	145,572 sq. miles
No. of communities having at least 1 TV station	159	68
Area of eastern U.S. receiving at least 2 signals	113,585 sq. miles	82,605 sq. miles
No. of communities having at least 2 stations	70	39

* * *

He represented Easton (Pa.) Pub. Co. and the Lehigh Valley Television Inc. of Allentown, Pa., and offered maps applying his conclusions to the Allentown-Easton area.

Bernard C. O'Brien, chief engineer of WHEC Rochester and other Gannett stations, submitted data which Mr. Plotkin felt might make possible, if correct, fundamental improvements in FCC's current proposed allocation plan. He was asked to turn over his work sheets to FCC engineers for checking purposes.

His data, he said, compared FCC's 1948 150-mile separation plan with the currently proposed 1949 220-mile separation plan for co-channel stations, which are based on computations for the eastern portion of the U.S. and using the "priorities" FCC contemplated as the foundation for allocations (see table above).

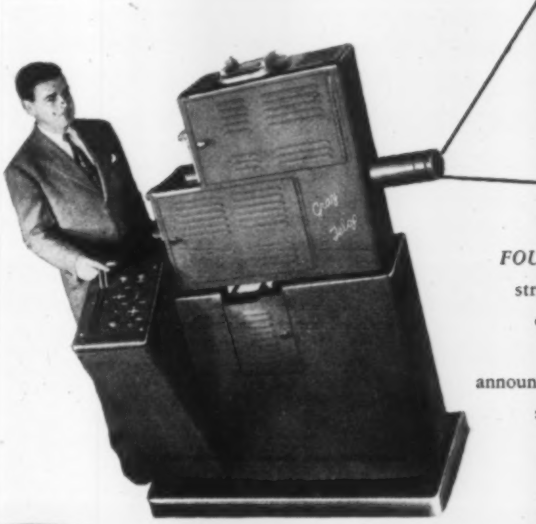
"It is clear from the above tabulation," Mr. O'Brien said, "that the

(Continued on page 69)

The *Gray* TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION
SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT
with NO KEYSTONING

THE *Gray* TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS



The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification . . . are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE **GRAY** TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS

***Gray* MULTIPLEXER**

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.

***Gray* TV CAMERA TURRETS**

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.
24 Arbor St., Hartford 1, Conn.
Division of The GRAY MANUFACTURING COMPANY • Originators of the Gray Telephone Pay Station and the Gray Audograph

WAAM BIRTHDAY
Celebration Opens Third Year

FULL DAY'S activities ushered in WAAM (TV) Baltimore's third year last Wednesday, paced by receptions and parties and an hour-long telecast via the DuMont network. Prominent guests, including FCC Comrs. E. M. Webster, Robert F. Jones and George E. Sterling, and Sen. Millard E. Tydings (D-Md.), and a number of broadcasts, attended the festivities.

Among broadcasters present were Roger Clipp, WFIL-TV Philadelphia; E. K. Jett, WMAR (TV) Baltimore; Harold Burke, WBAL-TV Baltimore, and Walter Compton, WTTG (TV) Washington. In addition to Dr. Allen B. DuMont, executives of the DuMont network included Bob Jamieson and Jim Caddigan.

A "cavalcade" program, originating at WAAM, highlighting outstanding events in the station's two years, was followed by another 30-minute program, originated by DuMont key station, WABD (TV) New York, called *Baltimore USA*.

Among WAAM's anniversary guests (l to r): Comr. Webster; Ben Cohen, president, and Samuel Carliner, executive vice president, WAAM; Dr. DuMont; Comr. Sterling; Otto Brandt, ABC TV station relations.

Telefile

(Continued from page 54)

television experience in Cincinnati. Handling TV promotion and publicity as well as continuity is Emily Jo Howard, of Ashland.

Mr. Ferguson

Program, engineering and sales departments of the AM and TV stations are separate except for policy-making top executives. publicity is com- Promotion and bined for the units. A compact force of 23 employes make up the TV station staff; up from only 16 before the start of inter-connected operations.

Policy being maintained at the TV facility is patterned after that of its AM sister, WSAZ, to wit: A firm expands when it is advisable to fulfill listener and advertising obligations. This credo found WSAZ boosting its 100 w power (with which it began operation in 1923) to a greater range (now 5 kw) as the demand grew for more and better radio service. It was this policy that stimulated plans for bringing live network programming via an interconnection with Cincinnati video stations.

Seven-day per week programming has been part of the schedule since the station's inception. Before the fall season, an average of 33 hours of programming a week was maintained, 30.3% devoted to network with 92% of network hours commercial. Of non-network hours, 44% was commercial. At its debut, the station counted 18 local advertisers and nine network time purchasers; the figures were 45 and 21, respectively, prior to "Relay Day." In its fall agenda, some 91 network commercial shows per week are now being telecast and WSAZ-TV is now on the air 85 hours a week.

Plans now in effect provide for about 75% of live network programming from NBC with the remainder divided among the other networks; increase of hours of operation through use of daytime hours, beginning programs at 2 p.m. and closing about midnight.

Tri-state viewers have been present at sport and special events through the up-to-date coverage of WSAZ-TV. Some highlights:

Telecast of the Marshall College-Xavier U. football tilt, nine days after the station's bow; remotes of all city collegiate basketball games played at home; provision for WSAZ-TV cameras and microwave equipment at Memorial Field House now under construction.

Coverage of the statewide annual Band Festival (featuring top high school bands in the Huntington-Charleston area); aid in capture of several criminals who had escaped the Cabell County Jail; promotion and telecast of forums (including three in cooperation with the Marshall College faculty and one with Huntington police officials); a weekly children's forum, *Junior Jury*.

Local format used by WSAZ-TV comes up to standards befitting a one-year-old station. Among the favorites is *Sports Almanac*, a panel of experts made up of a sports editor, fish and game authority, and a well-known guest to answer questions on sports (about 15 retailers in Huntington, Charleston, Ashland and Portsmouth participate, supplying prizes).

Store remotes have been successful whenever used. Following a telecast from Frankel's Appliances, the store owner wrote the station that the program "was the most successful promotion in the 28-year history of Frankel's." The same program won Frankel the first prize in a nationwide Hotpoint dealers promotion contest.

A 20-minute film sponsored at 9 p.m. on the station by Thomas-Field & Co., Charleston Westinghouse distributor, used a simple tagline stating that if the local dealer could not supply the viewer with a Mobilaire fan—contact or visit the Charleston firm. Its 65 fans on hand were sold by 11 a.m. the next day. Hundreds of calls were received, all of them traced directly to the TV show.

Bob Mills is the station's local Dave Garroway. Mr. Mills, m.c. of *The Music Shop*, introduces local talent for the participation program, which has been used by Sears, Roebuck & Co. for a direct-selling approach on fans, washing machines and such items.

In addition to these key programs, WSAZ-TV has been telecasting the *Hillbilly Round-up* with different "live" hillbilly acts each day on a rotating schedule; *Television Chapel*, an actual church service from the studio each Sunday, with choir, organist and minister (a rotating schedule presents services from member churches of the Ministerial Assn.); *The Harmonaires*, a colored quintet rendering hymns and spirituals.

Station's Facilities

WSAZ-TV operates on Channel 5 (76-82 mc) with 12 kw visual and 8 kw aural power. The 37 x 18-ft. main studio and station offices, control room, storage rooms, etc., are located on the 14th floor of the West Virginia Bldg. in Huntington. Station is RCA-equipped throughout with present facilities including: A TT5A transmitter with a TF3A batwing superturnstile antenna; two field cameras with standard lenses, an EK 17" telescopic lens, field switcher and microwave gear aboard its mobile unit.

Studio equipment and film facilities include two field cameras with TA dollies; two 16mm projectors; projection equipment with two EK 35mm projectors and a station-constructed Baloptican with time-signal clock and a lap-dissolve switcher unit entirely designed and constructed by station personnel for dissolving from film to live to network.

First rate card quoted $150 per hour as basic one-time. Station's second rate card, which went into effect Sept. 1, 1950, lists one-time rates as: Class A one-hour $200; Class B $150; Class C $100.

For the future, WSAZ-TV, which has spent an estimated $250,000 for transmitting and studio plant equipment alone, looks to increased revenue from its new program schedule and a continued healthy respect and encouragement from its viewers in the tri-state market.

Telestatus

(Continued from page 64)

all television families have children between 5 and 14, giving an estimated 1,401,750 children in New York area TV homes. Over 60% of all parents reportedly rate children's programs as "good." Reasons were listed as "educational," "numerous" and "interesting."

* * *

Nielsen Reports Program Popularity

TOP-RATED television program during the two weeks ended Sept. 23 was *Texaco Star Theatre*, according to the latest National Nielsen ratings.

HOMES REACHED IN TOTAL U. S.

RANK	PROGRAM	HOMES (000)
1.	Texaco Star Theatre	4,440
2.	Star Spangled Revue	4,042
3.	Martin Kane	2,909
4.	Philco TV Playhouse	2,748
5.	Fireside Theatre	2,618
6.	Lights Out	2,529
7.	Original Amateur Hour	2,508
8.	Your Show of Shows (Part.)	2,371
9.	Your Show of Shows (Snowcrop)	2,264
10.	Stop the Music (Lorillard)	2,237

PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREA

RANK	PROGRAM	HOMES (%)
1.	Texaco Star Theatre	75.4
2.	Star Spangled Revue	63.2
3.	Philco TV Playhouse	48.5
4.	Fireside Theatre	47.7
5.	Lights Out	45.8
6.	Your Show of Shows (Part.)	43.9
7.	Big Story	42.2
8.	Martin Kane	42.0
9.	Lone Ranger	41.2
10.	Lucky Strike Theatre	39.8

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* * *

Hooper Pocketpiece Gives Program Ratings

FIRST edition of the new Hooperatings Pocketpiece 12-city survey of television program popularity in New York and Ohio [TELECASTING, Sept. 11], has been released. It shows *Texaco Star Theatre* at the top of the first 15 programs with a rating of 57.6. *Toast of the Town*, with 38.8, and *Godfrey's Talent Scouts*, with 36.1, were second and third, respectively.

The remaining twelve programs, in the order of their popularity according to the Hooper organization, were *Fireside Theatre* with 35.3, *Godfrey and His Friends* with 33.5, *Cactus Jim* with 33.3, *Philco TV Playhouse* with 33.2, *Robert Montgomery* with 32.3, *Man Against Crime* with 30.6, *Original Amateur Hour* with 30.2, *Stop the Music* (8-9 p.m.) with 30.1, *Hopalong Cassidy* with 29.8, *Lights Out* with 28.3, *Big Town* with 27.5, and *Horace Heidt* with 27.5.

If you are commercially or professionally interested in TV, read
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(sine cosine)
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SHOCK MTS
SOCKETS
SOLENOIDS
SPAGHETTI
SWITCHES
TRANSFMRS
(servo pulse)
IRON CORE
SLUGS
LARGE STOCK OF OTHER ITEMS
•
LET US QUOTE YOUR NEEDS
•
WRITE, WIRE PHONE
WAlker 5 [illegible]
Universal general corp. 324 CANAL [illegible]

'Freeze' in Vain?

(Continued from page 67)

150-mile plan meets the priorities . . . better than the 220-mile plan."

He made clear that the comparison dealt only with VHF allocations —not UHF and was based on Grade B service measurements.

Regardless of the number of UHF channels allocated, he urged more efficient use of VHF frequencies, meaning "more stations, closer co-channel separation, and a more flexible standard for station spacing."

"In the eastern U. S. where communities are close together," he said, "spacings of 100 miles and upward should be considered on the basis of local needs and no hard-and-fast minimum should be set. Such spacings, in fact, exist right now, and with the benefits of offset carrier the stations are apparently giving good service."

Mr. O'Brien felt "the experience and propagation measurements of the RCA UHF station at Bridgeport, as well as the earlier surveys of RCA, Philco, CBS, and Westinghouse on UHF, do little to remove the doubts and uncertainty regarding the coverage capabilities of a UHF television station."

Proposes VHF Revision

To intermix UHF in an area where VHF audiences are well established, he said, "is a grave mistake."

He proposed:

> **. . . that the Commission revise their proposed allocation with respect to VHF in order to accommodate more stations with reduced spacings; to consider the natural boundaries of each community rather than an arbitrary minimum spacing in determining the distance between co-channel stations, and to recognize the fullest use of offset carrier and directional transmitting and receiving antennas in their allocation plan.**
>
> **We further recommend that the Commission study any allocation plan proposed in the light of the priorities upon which the final allocation is based, before adopting it as final.**

Charles E. Denny, general manager of WERC-AM-FM Erie, Pa., testified as a broadcaster and radio businessman that he felt listeners would be reluctant to buy UHF converters and that broadcasters in VHF communities would be slow to enter the UHF field. Under questioning he said he would "prefer" that there be no mixture of UHF assignments in cities with established VHF operations, though he would not oppose it categorically.

E. W. Allen, chief of FCC's Technical Research Division, submitted a series of documents discussing the effects of increased antenna heights and presenting summaries of VHF propagation measurements and studies of long-distance tropospheric propagation in the UHF. Mr. Allen will discuss these findings when the hearings resume Wednesday afternoon.

TECHNICAL Appliance Corp., Sherburne, N. Y., announces Taco Master Antenna Distribution System featuring flexibility and optimum performance for stores and apartment dwellings.

film report

EXPANDING into full scale TV film production, **Sol Lesser**, independent motion picture producer, has joined forces with **Douglas Fairbanks Jr.** under name of **Avon Pictures Inc.** for immediate filming of Shakespeare's plays for television. Initial series of 13 planned, first two acquired from Parthion Productions, London, to be "Julius Caesar," and "Anthony and Cleopatra." Each film will run 28 minutes.

Remainder of series to include "Romeo and Juliet," "Macbeth," "Richard III," "Henry V," will be produced in England. **Gordon Little** and **Desmond Davis** will co-produce and direct. Films will be made available throughout world through **Sol Lesser Productions.** Plan for U. S. distribution is to release one film every four weeks, withdraw it for year after playing all major TV markets, and then make it available again.

* * *

First of projected series of 14 half-hour dramatic shows comprising new *Bigelow Theatre* has been completed by **Jerry Fairbanks Productions,** Hollywood, for **Bigelow-Sanford Carpet Co.** Title of first show, "Kerry Fallon's Birthday." Series, being shot at rate of one program per day by Fairbanks Multicam process, features Hollywood personalities. **Frank Woodruff** of **Young & Rubicam Inc.,** New York, agency for Bigelow, is producing and directing. Films will be spot-booked throughout country, new series to alternate weekly with films done by same firm for *Silver Theatre* series earlier.

* * *

Bing Crosby Enterprises, Los Angeles, Nov. 13 starts production on first six of new series of 13 *Fireside Theatre* TV films for **Procter & Gamble.** Filming to be done at **Hal Roach Studios. Frank Wisbar** produces. Agency: **Compton Adv.,** Los Angeles. . . . **Robert E. Chaffee,** West Coast representative for *Flair* magazine, forms own company for national distribution of television films. Offices will be in the Russ Bldg., San Francisco. Branch offices will be in Los Angeles and New York.

* * *

Alexander Film Co., Colorado Springs, Col., has completed production on 13 one-minute spots for **Oneida Ltd.,** Oneida, N. Y.; 10 one-minute spots for **Motorola Inc.,** Chicago, agency **Ruthrauff & Ryan,** New York; five one-minute spots for **Calgon Inc.,** Pittsburgh, through Ketchum, MacLeod & Grove Inc., Pittsburgh; six one-minute and seven 20-second spots for **Frito Co.,** Dallas, through **Glenn-Advertising Inc.,** Dallas; four one-minute spots for **The Textan Co.,** Yoakum, Tex., through **Tracy-Locke Inc.,** Dallas.

JOINING Woodbury College, L. A., in survey seeking impact of TV on education are Valley College, Redlands U., San Jose State Teacher's College. Schools plan to interview over 3,000 TV set owners and teachers from San Diego to San Francisco.

FIGHTS DENIAL

WJAX-TV Takes Court Action

THE CITY of Jacksonville, Fla., went into the courts last week in an effort to upset FCC's denial of its application for an extension of time in which to complete WJAX-TV [TELECASTING, Aug. 7, Sept. 4].

In a notice of appeal filed Thursday in the U. S. Court of Appeals for the District of Columbia by Robert L. Irwin of the Washington law firm of Dow, Lohnes & Albertson, the city claimed FCC's action was "arbitrary and capricious" and was "unlawfully" based on the question of the city's "diligence" in completing construction.

"This is not a statutory criterion as to whether the application should have been granted, but, at most, only one element to be considered by the Commission," the court was told.

The notice pointed out that this was the city's first request for an extension of its completion date, and claimed FCC's denial was "absolutely contrary to long-established Commission policy in other similar instances, thereby discriminating against the city."

"The actions of the Commission in denying the application of the city, thereby suddenly abandoning a policy of being lenient in extending time to complete construction of stations, was arbitrary and capricious, particularly when such change was made without adequate notice to holders of construction permits," the city contended.

It said FCC should have ruled that the city did proceed in good faith with construction of the station.

Further, the notice asserted, FCC already had held that Jacksonville needed the TV service proposed by the city " and that such service was in the public interest," and no evidence to the contrary has been presented.

"The Commission's action was contrary to the public interest in that it deprived the City of Jacksonville of an additional television service when, because of the Commission's 'freeze' prohibiting the granting of additional facilities, there is no possibility of the city . . . receiving additional television service for an indefinite period of time," the notice declared.

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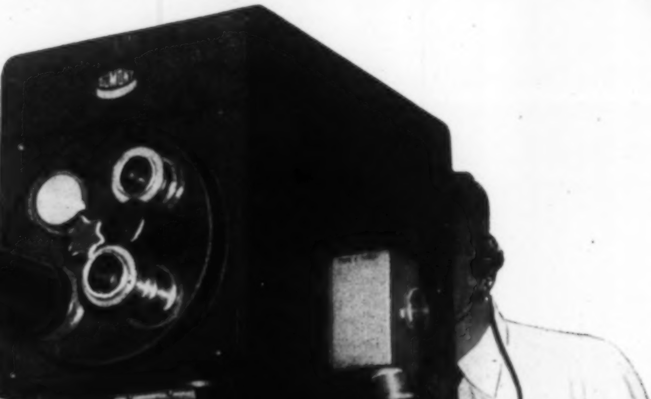

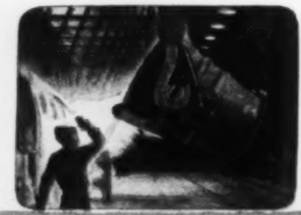

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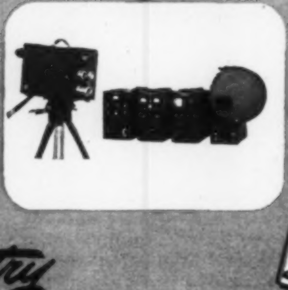

Descriptive literature to executives, on request. Demonstrations can be arranged.

TELEVISION TRANSMITTER DIVISION, ALLEN B. DU MONT LABORATORIES, INC., 1000 Main Ave., Clifton, N. J.

'FABULOUS' ERA

Kaltenborn Traces Career

FIFTY FABULOUS YEARS. By H. V. Kaltenborn. New York: G. P. Putnam's Sons. 312 pp. $3.50.

A "COMPOUND of personal, American and world history" is H. V. Kaltenborn's own description of his newest book, *Fifty Fabulous Years*, which links experiences in the Spanish-American war with his current stature as "dean" of American radio commentators.

The NBC analyst weaves authoritative interpretation with an account of his own life touching on men and events through the past half-century. Episodes recounted include visits to Russia, interviews with Hitler and Mussolini, his coverage of major news breaks and hilarious experiences as a traveling salesman in France—all against the backdrop of contemporary events.

Mr. Kaltenborn also devotes sections of his work to radio coverage of the Munich crisis, early broadcasting conditions, extemporaneous broadcasting, USSR radio, news analysts, and sponsors and audiences.

The commentator, author of five previous books, concludes with the hope that he may launch a television news program this fall to supplement his regular aural broadcasts, and the promise that the second half of the 20th century will usher in "as many marvels" as during 1900-50. "The further development of television will be one of them," he adds.

Resigns Murray Account

DORLAND Inc., New York, has resigned the Arthur Murray Dance Studios account effective the end of this month. In his resignation letter to Mr. Murray, Atherton Pettingell, president of Dorland Inc., claimed interference with personnel associated with *The Arthur Murray Show* on TV.

CKNW New Westminster, B. C., makes booklet, "Principles and Procedure of Announcing," by Bertha Biggs, available in kits of ten to any interested stations.

RESULTS?
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CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!
Interested? Ask
JOS. WEED & CO.
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allied arts

HOWARD BONHAM, vice president for public relations American Red Cross, resigns to open public relations firm with headquarters in Washington, D. C., and representatives in New York, Philadelphia, Chicago, Los Angeles and Dallas. Had been with Red Cross 20 years.

Mr. Bonham

STANDARD PROGRAM LIBRARY, Chicago, will include in its November releases, 16-inch disc of eight titles by St. Olaf Choir of Minnesota College. Standard also announced it will give subscribers two "no-cost" bonus Christmas shows.

KOLIN HAGAR, one-time general manager WGY Schenectady and assistant to president SESAC, to new Progressive Broadcasting System as eastern district manager with headquarters in New York.

GEORGE JONES, general sales manager, C. P. MacGregor, (transcriptions) Hollywood, on four to six-week business trip contacting radio stations, agencies, advertisers and MacGregor Record Co. distributors in 25 major cities.

COWAN & WHITMORE, L. A., moves to 1518 N. Highland Ave. Present headquarters at 1213 N. Highland.

RALPH A. BERGSTEN to vice president and general manager Don McNeill Enterprises, Chicago. Firm to move Dec. 1 to Civic Opera Bldg. from Merchandise Mart.

LLOYD W. DUNN, executive vice president Abbott Kimball Co., L. A., to Capitol Records Inc., that city, as merchandising manager.

ELWOOD SIEGEL, educational and sales film producer of Hollywood, to Murphy Lillis Inc., N. Y., producer of industry and TV motion pictures, as production manager and assistant director.

RAY JONES, executive secretary American Federation of Radio Artists in Chicago, father of girl, Amanda Clara, Oct. 28. Mrs. Jones is **ELOISE KUMMER**, radio-TV actress.

Equipment . . .

ROBERT W. DAVIS, central division manager Firestone Tire & Rubber Co., L. A., to general manager Hoffman Sales Corp. of Southern Calif.

JIM NELSON to engineer-announcer KJFJ Webster City, Iowa. Was with WFOB Fostoria, Ohio, and KISD Sioux Falls, S. D.

MILTON J. WILSON to NBC Chicago as AM engineer.

CARL RUSSELL, film director WBKB (TV) Chicago, returns to active military service. Replaced by **BILL RICE**.

JOHN WILLIAM WALT, assistant advertising manager Admiral Corp., Chicago, appointed sales promotion manager.

M. S. KLINEDINST named manager industrial equipment sales section RCA engineering products department, succeeding **P. B. REED**, named vice president in-charge government service division, RCA service department.

AMPEX ELECTRIC Corp., San Carlos, Calif., cited by Twelfth Annual Electrical Manufacturing Products Design Competition for outstanding achievement in product development. Company's award was for magnetic tape recorder.

C. EDWIN PONKEY named general manager International Derrick & Equipment Co., Columbus Div., Dallas, Tex. Succeeds **FERGUSON BARNES**, resigned.

Technical . . .

KEN MATHIS, graduate Northwest Broadcasting School, Portland, Ore., to KVAS Astoria, Ore., as combination announcer-operator.

A. WILLIAM HEMINGWAY, control operator WTMA Charleston, S. C., received draft notice to report to Fort Jackson, S. C., Nov. 14.

RCA TUBES DEPT. announces new seven-inch cathode-ray oscilloscope WO-56A. Unit is portable and weighs 31 pounds.

RON CHANCEY, operator CBN St. John's, Nfld., joins Canadian UN Army force.

HOWARD HAMMOND, graduate Northwestern Broadcasting School, Portland, Ore., to KWIL Albany, Ore., as combo-man.

R. P. CLAUSEN promoted from assistant chief engineer to chief engineer of radio tube division, Sylvania Electric Products Inc., Emporium, Pa. Succeeds **M. A. ACHESON**, who transfers to staff of **E. Finley Carter**, vice president in charge of engineering in New York.

GORDON W. OLIVE, director general of engineering, CBC, Montreal, becomes Fellow of IRE Jan. 1.

Alaska Sales Office

ALASKA RADIO SALES, formed as a new subsidiary of Pan American Broadcasting Co., becomes the eastern representative for all six stations of Alaska Broadcasting System, CBS and NBC affiliates. Charles Soden continues as network sales manager and Roy V. Smith as spot sales manager. Organization is located at 17 E. 42d St., New York.

Mr. Soden

Mr. Smith

MEASUREMENTS Lab of General Electric opened Oct. 30 at Lynn, Mass.

The stars of today and tomorrow are
Yours for more Sales
. . . with the *new era* in
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ARTHUR FIEDLER CONDUCTS
the "Concert Hall of the Air"
The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!
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ALBUQUERQUE
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Leads in Total Retail Sales Percentage Gains

over all "official" Metropolitan County Areas in 10 Years (1939-1949)*

Albuquerque is also tops in sales increase in Food, Furniture, Household, and Radio Stores, and second in Drug Stores sales increases.

* featured Sales Management Nov. 10th

The Station

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delivers more listeners per advertising dollar

CHECK SRDS FOR RATES

HOOPER RADIO AUDIENCE INDEX
City Zone, Albuquerque, N. M., Spring 1950

TIME	SHARE OF RADIO AUDIENCE			
	KVER	Station "B"	Station "C"	Station "D"
SUNDAY thru SATURDAY 6:00 PM - 10:00 PM	32.1	30.7	22.6	10.2
SUNDAY 1:00 PM - 6:00 PM	30.6	30.6	21.3	16.7
MONDAY thru FRIDAY 10:00 AM - 12:00 Noon	30.9	34.0	23.9	7.4
MONDAY thru FRIDAY 12:00 Noon - 3:00 PM	23.0	50.0	14.8	11.5
MONDAY thru FRIDAY 3:00 PM - 6:00 PM	30.6	36.6	21.6	9.7

M. G. M. Radio Attractions. Local and National Sports. Only Albuquerque Station with morning, afternoon, and evening Spanish programs.

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KEN PALMER, General Manager
KEITH TYE, Station Manager
PAUL KEHLE, Sales Manager

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air-casters

GLENN HARRIS named general program manager for May Broadcasting Co., owner KMA Shenandoah, Iowa, and KMTV (TV) Omaha. **WAYNE BEAVERS,** KMA production manager named program director, replacing Mr. Harris.

DOROTHY O'BRIEN to KTTV (TV) Los Angeles *Hollywood Studio Party,* temporarily replacing **BENNA BARD,** resigned because of motion picture commitments.

HARRY KOPLAN to m.c. half-hour weekly *You're Never Too Old,* on KFI-TV Los Angeles.

NORMAN DAVIS, *Pathfinder* magazine, Kansas City, to copywriter-announcer KJFJ Webster City, Iowa.

JIM BAKER, KLAC-TV Los Angeles stage department, appointed staff director. **MAL KLEIN,** commercial director, to producer on *Breakfast Frolic.*

WALLACE E. HUTCHINSON, ABC San Francisco assistant sales promotion manager, and **JAMES G. DAMON,** advertising department Ford Motor Co., San Diego, to NBC Western Division advertising and promotion department. **TED SWITZER** to broadcast promotion department; **GLENN CARLSON** to traffic department.

FRANK FONTAINE, comic-mimic, signed by CBS to exclusive two-year radio-TV contract.

WILLIAM TUSHER, ABC Hollywood commentator, father of girl, Wendy Lynn, Oct. 20.

RICHARD CARR, freelance radio writer, father of boy, Kevin Christopher, Oct. 25.

BILL O'CONNOR resigns as announcer WGN-AM-TV to freelance.

ELL HENRY, publicity manager ABC's Central Division, father of boy, Ell Henry 3d.

JOHN MILTON KENNEDY, announcer CBS *Lux Radio Theatre,* signs for role in forthcoming film, "Lullaby of Broadway."

MARC LAWRENCE, film actor, signed to do daily radio serial, *Grand Motel,* for Progressive Broadcasting System.

ELDON WILCOX, production manager CKPR Fort William, to announcing staff CBO Ottawa.

A.W. ALEXANDER, news writer CBL Toronto, to station relations department, CBC Toronto.

ALAN FISHBURN to producer *Sky King,* MBS Chicago. Has produced *David Harding, Counterspy* and *Escape.*

BOB LAZICH, KAYL Storm Lake, Iowa, announcer, to announcer KTRI Sioux City.

JOHN PALLADINE replaces **BOB KENT** on *The Nite Owl Show* on WBUD Morrisville, Pa. Mr. Kent is now program director [BROADCASTING, Oct. 16].

MARIANNE BOGGS, WJEH Gallipolis, Ohio, program director, and William Campbell married Oct. 21.

RICK CAMPBELL, announcer CKEY Toronto, to CHUM Toronto, as early morning producer and disc-jockey.

DORIS McCORMICK to traffic department WSVS-AM-FM Crewe, Va. **FREDERICK OGINZ** assumes continuity and announcing duties and **GEORGE PHILLIPS,** staff announcer, becomes music director.

DENNIS DAY, star NBC show and CBS *Jack Benny Show,* leaves for East where he will appear Wednesday at Boston Garden, Boston, on behalf of Archbishop Cushing Fund and Thursday at Loyola U., Chicago, on behalf of local Catholic charities.

JERRY SCOGGINS, Cass County boys vocal-instrumental trio on CBS *Gene Autry Show,* father of boy, Oct. 31.

GUY WALLACE, WRFD (FM) New York chief announcer, to production manager. **DAVID HARRIS** resigns as station program manager.

SHIRLEY MITCHELL, CBS *Amos 'n' Andy* show, mother of girl, Stephanie Brook, Oct. 27.

JONNY DICKSON to announcing staff KBON Omaha. Was announcer KMA Shenandoah, Iowa.

MAC McGUIRE, disc jockey WIP Philadelphia, father of boy.

BILL DOAK to announcing staff KATL Houston, replacing **MILT WILLIS,** who joins Navy. **JUSTIN HOUSE** to publicity, copy and news editing staff, replacing **BOB MATTHES,** resigned.

MAL ALBERTS, KPRC-TV Houston, to KATL as announcer.

GEORGE FISHER, CBS Hollywood motion picture editor, and Mary Ann Holt married Sept. 16.

GOMER COOL joins writing staff Columbia Pacific Network on *A Memo From Molly* series.

MARY WHEELER, KTAT Frederick, Okla., to traffic duties in addition to producing chores. **DON HUGHES** named KTAT chief announcer and **JIM RUTHERFORD** to staff as disc jockey and sports announcer.

HAROLD WHATLEY, engineer KTAT Frederick, Okla., and Betty Aylett announce their marriage.

ED TJARKS, freelance announcer, to WXGI Richmond Va. announcing staff. **LEROY WOODS** and his hillbilly band join WGXI staff.

BOB VAUGHN, KRON-TV San Francisco director and star of *Cartoon Circus,* called back to active duty as first lientenant in Army.

EUGENE ACCAS, research department Foote, Cone & Belding, N. Y., named presentation writer in NBC promotion and advertising department for radio.

TOM STANFORD, Crown Film Unit London, Eng., to KPIX (TV) San Francisco as film editor, replacing **ARLENE HEALY,** resigned.

KAY IRWIN, KGO-TV San Francisco assistant continuity editor, named production assistant. **HARLAN FLOYD** transfers from KGO continuity to television continuity department. **RUTH SHEPPARD,** graduate of U. of California, replaces Mr. Floyd. **PHYLLIS TOWNER,** assistant KGO-TV film editor, named head of film department. **CAROLYNN FONSECA** joins as assistant film editor.

JACKIE KELK, "Homer" in *The Aldrich Family,* named junior chairman of radio and motion picture committee of National Safety Council.

GERRY HENSEN, WKYB Paducah, Ky., morning man, to WSIV Pekin, Ill. Will take over *Early Bird* program.

W. H. (Bill) MILLER, announcer WWDC Washington, to WBTV (TV) Charlotte production staff.

TOM CARSON, WJW Detroit staff announcer, begins new program, *Tom Foolery,* replacing *Laugh Clinic* conducted by **BRUCE MACDONALD,** now assistant program director [BROADCASTING, Oct. 16].

JOE GRIES announcer trainee WILK Wilkes-Barre, Pa., to staff announcer KWED Seguin, Tex.

LIB COX to continuity staff WIS Columbia, S. C. Was with NBC New York.

PAUL MASON, WHAN Charleston, S. C., disc jockey, and Mary June Cox announce their marriage.

ROBERT S. STEVENS, news editor WVCG Coral Gables, Fla., named program director. **CY RUSSELL** joins WVCG as sports director.

MALCOLM McCORMACK, WBZ Boston staff announcer, appointed farm director, replacing **ROGER HARRISON,** who joins station's sales staff.

MEL TENNIS, WJCM Sebring, Fla., disc jockey-continuity writer, to go on active duty with Navy.

FRED RAWLINSON, morning man WJEJ Hagerstown, Md., to WFMD Frederick, Md., as announcer.

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ASK HOLLINGBERY

ANTIA BUSEK named KIRO Seattle publicity director, replacing **JANET BALLENTYNE.**

LEE CAVANAGH and **OLLIE RAYMAND** to announcing staff KMOX St. Louis, replacing **BOB IRVING** and **DICK COUGHLAN**, who join WMAY Springfield, Ill.

News • • •

CHET HUNTLEY, Columbia Pacific Network newscaster, leaves nightly *Ten O'Clock Wire* to devote more time to daily news analysis over network. **GRANT HOLCOMB**, KCBS San Francisco news director, replaces him on program. **DICK JOY**, CBS newscaster, starts local nightly *Ten O'Clock Wire* on KNX Hollywood.

RICHARD R. SANDERS, newscaster KFRU Columbia, Mo., to WTPS-AM-FM New Orleans as newscaster-announcer.

NARND sending brochure to station managers whose news men are not affiliated with association. Gives information on coming convention and samples of opinions of some managers about radio news. Front carries picture of Jack Shelley, WHO Des Moines, NARND president.

EDWARD ARNOW, *Redwood City* (Calif.) *Tribune* editorial staff, to KNBC San Francisco as staff news writer.

SAM ZELMAN, ABC Hollywood news editor, appointed to newly-created position, assistant western division manager of news and special events. **SAUL HALPERT**, staff news writer, succeeds him as news editor.

HARRY CREIGHTON, staff announcer and sportscaster WGN-TV Chicago, elected president Chicago Sports Broadcasters Assn. **BOB FINNEGAN**, WIND same city, announcer, is vice president, and **CHUCK WILEY**, WBBM Chicago publicity writer, is secretary-treasurer.

FELIX MORLEY to newly-opened Washington office of *Barron's Weekly*, national business and financial publication, as chief [BROADCASTING, Oct. 23]. Was NBC commentator and editor of *Washington Post* from 1933 to 1940.

ROMNEY WHEELER heading NBC London news office. Was Associated Press bureau chief Amsterdam, Holland. He replaces **MERRILL MUELLER**, recently assigned to NBC's S. F. news office.

TED PARRISH, WMBG Richmond, to WXGI Richmond as announcer. Will handle news and special events.

DONALD BRUCE, WIRE Indianapolis news commentator, awarded Americanism citation from Indiana division American Legion. Citation thanked him for placing facts of communism before people in his two daily broadcasts.

JOHN F. WILBERT to news staff WTTM Trenton, N. J. Was with *New York Daily Mirror*. He replaces **JOHN PRACKSTA**, who enters Army.

BEHIND the razor and shaving cream is Paul Jonas, Mutual's sports director, who directed the network's 12th World Series. His arm was in a sling as result of a plane crash near Columbus, Ohio, on the way to Philadelphia. Wielding the Gillette razor is Pat Carlton (Miss Philadelphia of 1950).

On All Accounts

(Continued from page 10)

with a minor in English literature, Jerry had annexed membership in Sigma Chi, national social fraternity; Konosioni, senior honorary; Maroon Key, junior honorary, and had been given the Balfour Award, the top commendation of Sigma Chi for members outstanding in extra curricular activities, scholastic record and character.

Jerry's conviction that he would work best with people was a proven fact by now, and he headed straight for radio and sales. Joining NBC, New York, as a page, he went to the guide staff two months later and then to research as assistant to the liaison man between research and sales. In the fall of 1940 he was transferred to Chicago as research chief in network promotion, and in two years became research director of the Central Division of ABC when NBC Red and Blue networks split.

The pace and promotions were fast. In February 1945 he was appointed to the local sales staff, and to network in September 1946. Two years later, shortly before ABC's O&O video station, WENR-TV, took the air, Jerry was named coordinator of television sales.

As coordinator, working from the sales standpoint, he integrated sales, engineering, production, research and promotion, seeing that salesmen were aware of problems in sales procedure. He returned to network sales in February 1949 when he completed the coordinating job and the position was eliminated.

Last month (October), he was named manager of the network television sales department. Now that ABC has split its radio and TV operation down through the sales divisions, Jerry supervises all video accounts and personally services clients and agencies in the St. Louis area. As a network salesman, when TV and AM were combined, he handled International Shoe (Peter Pan Shoe), Bendix and Quaker Oats.

Jerry's enthusiasm for his work extends to his private life also. "A typical Sunday golfer," he joins friends at Glenview Naval Air Station's course weekly during the summer, and likes to sail, ski, ride horses, fly-fish and drive his car. A bachelor (for only a short time more), Jerry shares a 15-room house on Chicago's far North Side with 12 men, an unofficial group of "guys who like each other." They frequently hear weird strains of what appears to be music coming from Jerry's room. He dotes on exotic records, and has a passel of bagpipe and drum solos, and Egyptian, Chinese, Arabian and Japanese discs.

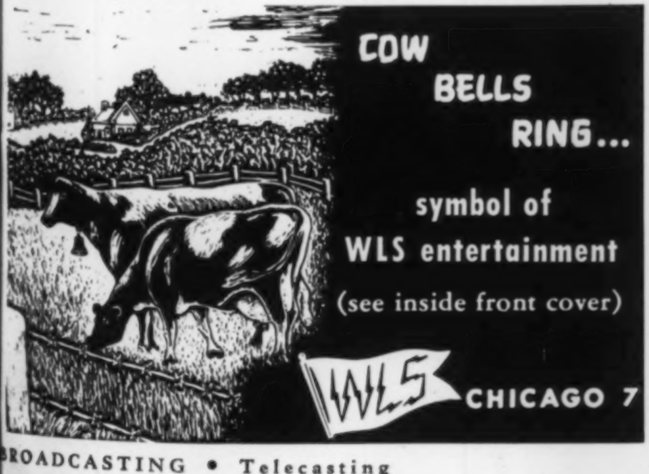
The records he most enjoys, though, for strictly personal reasons, are those made in New York 13 years ago. In off hours from his guide job, he recorded several original efforts with his guide trainer. Jerry was m.c., and the trainer, who later turned pro, was the talent. His name is Dave Garroway.

WGCB RED LION

Daytimer Starts Service

WGCB Red Lion, Pa., went on the air Oct. 22. Licensed to the Rev. John M. Norris, the station operates on a daytime schedule on 1440 kc with 1 kw. Studios and transmitter are located about a mile east of Red Lion on the Delta Rd.

Personnel, in addition to Rev. Norris, are John H. Norris, station manager; M. F. McDowell, chief engineer; Vincent A. Freeman, commercial manager; George Kienzle, program manager; N. Carl Kitchen, continuity, and Sarah E. Kitchen, traffic. WGCB subscribes to SESAC and UP news.



COW BELLS RING...
symbol of
WLS entertainment
(see inside front cover)
WLS CHICAGO 7

No. 1 Quality Market*

*Sales Management Survey for 1950

ASHEVILLE, N.C.

In the South's No. 1 State

No. 1—Among major North Carolina cities in **Per Capita Retail Sales.**

No. 1—Among major North Carolina cities in **Per Capita Food Sales.**

No. 1—Among major North Carolina cities in **Per Capita Drug Sales.**

No. 1—Among major North Carolina cities in **Per Capita General Merchandise Sales.**

SELL this cosmopolitan-metropolitan market with Asheville's longest established, most-listened-to radio station WWNC. It's the sure, sales-tested way to reach this prosperous mountain empire.

570 KCS
WWNC
CBS AFFILIATE
WESTERN NORTH CAROLINA'S ONLY 5000 WATT DAY AND NIGHT STATION
HEADLEY-REED NATIONAL REPRESENTATIVE

XUM

OUTLOOK for independent AM stations, particularly in television markets, was painted in favorable hues during the annual convention of the Assn. of Independent Metropolitan Stations held in St. Louis recently [BROADCASTING, Oct. 23]. Meeting at Lennox Hotel under the chairmanship of William E. Ware, KSTL St. Louis (l to r): Seated, Sherman Marshall, WOLF Syracuse, N. Y.; Elroy McCaw, KYA San Francisco; Jerome Sill, WMIL Milwaukee; Roy Albertson, WBNY Buffalo; Mr. Ware; Joe Ward, guest; John Engelbrecht, WIKY Evansville, Ind.; Steve Cisler, WKYW Louisville; Patt McDonald, WHHM Memphis; F. Eugene Sandford, WKYW; Standing, H. S. Jacobs KXL Portland; John Hurley, WNEB Worcester, Mass.; William Van der Busc WMIE Miami; Gene Trace, WBBW Youngstown, Ohio; Ben Strouse, WWD Washington; Jim Ownby, WJXN Jackson, Miss.; Lawson Taylor, KFMJ Tul Al Meyer, KMYR Denver; Howard Johnson, KNAK Salt Lake City; Bi Weaver, KLIF Oak Cliff, Tex.; Rollo Bergeson, KCBC Des Moines; Hu Feltis, KING Seattle; Robert D. Enoch, WXLW Indianapolis; Tony Ross, WBBW

CRUSADE EFFORT

Clay Thanks Broadcasters

BROADCASTERS have been congratulated by Gen. Lucius D. Clay, chairman, Crusade For Freedom (which operates Radio Free Europe), for their cooperation in promoting the ceremonies held in Berlin at the dedication of the Freedom Bell. Program was carried by three major radio networks, ABC, CBS and NBC, and by a great number of independent stations.

In a letter to station manager, Gen. Clay thanked "commentators, newscasters, program officials and performers" for contributions "of generous amounts of time and talent," making the campaign "a grand success." According to the Crusade's Radio and Television Committee headed by Roger Brown, of the New York publicity firm under his name, 98% of the nation's radio and TV stations promoted the Crusade with spots and other material related to the campaign. In addition to carrying announcements, top network programs and personalities on both radio and TV devoted time to interviews, special talks and dramatizations.

The committee also reported some 83 TV stations carrying a 10-minute documentary film, an average two times per station, 91 TV outlets programming a 20-second film spot an average four times per station, and some 525 independents rebroadcasting a transcription of NBC's *We, The People* simulcast devoted wholly to the Crusade. The radio and TV programs coincided with mass bell-ringing in thousands of American communities. More than 10 million signatures on Freedom Scrolls are expected to be gathered for placement in the bell's base.

Canadian Market Data

FIRST issue of *Marketing Research in Canada* released by the Assn. of Canadian Advertisers, Toronto, lists Canadian market research organizations, giving details on marketing research in Canada. Also detailed are Canadian research organizations, a number of them affiliated with American research companies, and the Canadian government's Dominion Bureau of Statistics, Ottawa. There are special articles on marketing research, its history in Canada, requisites for sound research and a yardstick for standards. Book is being distributed without charge by the ACA, 85 Richmond St. West, Toronto.

'RED' CONTROL

Board Holds First Meeting

SUBVERSIVE Activities Control Board, which will pass on groups falling under the new anti-subversive law, held its first meeting last Wednesday after members were sworn in to their posts. Group is headed by Seth W. Richardson, who was chairman of the President's Loyalty Review Board. Members must be confirmed by the Senate when it reconvenes this month.

It was believed that the board would be asked initially to rule whether the Communist Party should register with the Justice Dept. None of its officials has complied as yet.

One section of the so-called Communist-control bill requires Communist "action" or "front" organizations to identify all propaganda, including sponsorship of radio and television programs. Penalties for violation are fines up to $10,000 and prison sentences [BROADCASTING, Oct. 30].

WHCU Ithaca, N. Y., makes available to stations highlights of American Council on Education Washington conference. Half-hour disc may be obtained by contacting General Manager Michael R. Hanna, WHCU.

WOC **FIRST** in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5 22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 23,500 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
Col. B. J. Palmer, President
Ernest Sanders, General Manager

DAVENPORT, IOWA
FREE & PETERS, Inc.
Exclusive National Representatives

GEORGE COOK
PRESIDENT

KERB

1000 WATTS
600 KC

KERMIT, TEXAS

announces the appointment of

BOWLES
&
COMPANY

as

Exclusive National Representatives

EXECUTIVE OFFICES — MAJESTIC BLDG. — FORT WORTH, TEXAS
NEW YORK ATLANTA HOLLYWOOD SAN FRANCISCO CHICAGO KANSAS CITY DETROIT RALEIGH

LIQUOR FIGHT
Oregon Issue Before WSAB

CURRENT FIGHT of Oregon advertising and media people against the ballot proposition which would prohibit "promotively advertised" liquor, has been called to the attention of Washington State radio executives. Observing that if the proposal succeeds in November, Washington might be next, Carl Downing, executive secretary of the Washington State Assn. of Broadcasters, mailed samples of the Oregon counter-arguments to all WSAB members.

Richard M. Brown, general manager of KPOJ Portland and chairman of the legislative committee of the Oregon State Broadcasters Assn., is working actively against what the Oregonians call 'the proposed advertising *prohibition* bill."

In a recent letter to Mr. Downing, Mr. Brown wrote, "Our interest is in protecting our life blood—advertising—and whenever that is threatened we are going to fight."

AIDS RESCUE
WKST Joins Search for Youths

PUBLIC service role assumed by WKST New Castle, Pa., was instrumental in the rescue of three youths who were lost for 11 hours in a series of previously unrevealed caverns at Harlansburg fortnight ago.

Station aired a call for volunteer workers and equipment and then dispatched to the scene Announcer Byron McConnell, who described proceedings by special telephone hookup. WKST remained on the air with broadcasts until 3 a.m. Oct. 23 when the youths were rescued.

That evening, in a special program, the boys told their story to the radio audience of "Mutual's Voice of Western Pennsylvania." Lawrence County sheriff and citizens of the community, in turn, lauded the station for its coverage and assistance.

RURAL RADIO (FM) Network, Ithaca, N. Y., will air five concerts by Scranton Philharmonic Orchestra.

CORRECTION

In our recent ad we stated we were the "sixth highest Hooperated station in the nation between 6:00 and 10:00 P.M.". This should have read, "sixth highest Independent Hooperated station in the nation between 6:00 and 10:00 P.M." *

*Based on the 1950 May-June Index

WEMP

24 Hours of Music-News-Sports

Headley-Reed Co. National Reps.
Hugh K. Boice, General Manager

RESERVE CALL
New Plan Will Not Ease Communications Drain

DEFENSE DEPT.'s revised procedures for calling up reserves, directed by Defense Secretary George C. Marshall to ease the urgency of current mobilization, probably will have little effect on the drain of communications and electronics specialists, authorities said last week.

A survey of the four military branches—Army, Air Force, Navy, and Marine Corps—indicated that the new policy will ease only immediate duty calls of critical specialists from broadcast, manufacturing and other industries by spreading out recalls over a longer period of time.

In view of prolonged Korean hostilities, authorities said, critical needs for electronics, communications, radar, etc., will be as great as ever — with mobilization moving along in varying degrees within each branch.

Defense officials also pointed out that specialists would be needed to police the Air Force's multi-million dollar radar network, which is expected to be completed about mid-1951.

Gen. Marshall's broad directive, issued Oct. 26, provides that both employers and employes be given sufficient time—four months plus an additional 30 days for reporting —in advance of actual recall of reservists to make "required adjustments." The services also were asked to specify, through radio and press, that all reserve members not already alerted will not receive orders for at least four months.

Allows Time

This revised procedure will give manufacturers, broadcast networks and stations, and other employers "a reasonable time" to make replacements and also help establish "uniform and orderly mobilization," the Defense Dept. said.

Army officials noted that, while a small proportion of personnel in critical categories were ordered to duty on "short notice" during the Korean crisis, 50% were members of units and had a minimum of 30 days' notice.

They explained that field grade officers who are members of units and critical specialists will be subject to involuntary recall as in the past. Involuntary recall of Enlisted Reserve Corps personnel, however, was dropped by the Army. It was emphasized that the specialist policy would apply down the line to all save "extreme hardship cases."

The Air Force, which has been recalling only critical specialists in the officer-enlisted ranks the past few weeks, has been instructed to confine involuntary recall of Reserve Forces officers to specialists with skills "not available from voluntary procurement or training sources." Service also will discontinue recall of enlisted personnel.

The Navy Dept. announced it will resume policy of granting commissions, on a limited basis, to civilian and enlisted reserve applicants. Authorities said officers are sought for electronics posts. Candidates may apply to Navy recruiting stations and procurement offices in principal cities. They would be appointed ensigns or lieutenants junior grade.

Quota for January-March 1951, already issued, consists of a substantial number of communications technicians, they added.

On the other hand, the Navy said it plans to release some 5,000 enlisted reserve personnel per month around July 1951, but added that specialists probably would be retained.

Meanwhile, Gen. Marshall appointed a committee of civilians and regular and reserve officers to continue study of calls of civilian components to active duty over the long-range phase.

Gen. Marshall said the group was set up to plan "development and maintenance of a strong reserve force with a minimum interruption to the nation and the individual's normal existence."

Good Neighbor

AFTER WNYC New York was refused permission to stay on the air after regular signoff time Nov. 7 to broadcast election returns, WOR New York offered the municipal station its FM transmitter for the evening. WOR will broadcast its own election reports on AM and TV and those of WNYC on FM. This gives WNYC duplicate FM service in New York as WNYC-FM, a fulltime station, also will cover the election.

Joseph Beljan

JOSEPH BELJAN, WESA Charleroi, Pa., died suddenly of a heart attack Oct. 28 while visiting in his home city of Pittsburgh. He had been program director of the station for about 18 months. Services were held Nov. 1 in Pittsburgh. Surviving are his widow, Josephine, and three children, Maria Therese, 5, Joseph Jr., 3, and Joan, 1.

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

How Many & How Much?

1949 BMB Daytime	BMB Radio Families	Prelim. Reports 1950 U. S. Census	1949 Retail Sales
50-100% 19 Counties	101,680	517,587	279,752
25-100% 27 Counties	157,110	814,186	452,784
10-100% 36 Counties	216,220	1,115,996	610,207
1949 BMB Nighttime			
50-100% 10 Counties	72,050	360,853	232,657
25-100% 22 Counties	128,350	654,711	373,006
10-100% 31 Counties	188,540	972,052	538,598

*RETAIL SALES FIGURES, "000" OMITTED ARE FROM SM 1950 "SURVEY OF BUYING POWER"

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES-WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., *National Representatives*

KVOO

OKLAHOMA'S GREATEST STATION FOR 25 YEARS

OIL TULSA, and YOU...

In Tulsa

$65,000,000.00 is the Oil Industry Annual Payroll

In Tulsa

Oil purchases exceed $5,000,000-000.00 annually

In Tulsa

Are located the largest mid-continent refineries . . . the world's largest seismograph company . . . the world's largest oil purchasing company

In Tulsa

YOU

will find a rich, discriminating market thoroughly covered by KVOO, Oklahoma's Greatest Station for 25 years.

PLUS

Rich bonus counties in Kansas, Missouri and Arkansas blanketed ONLY by KVOO.

OIL, TULSA, and YOU plus KVOO Spell Profits in "Oil Capital" Letters!

See your nearest Edward Petry & Company office or call, wire or write KVOO direct for availabilities.

NBC AFFILIATE
50,000 Watts

KVOO

BLANKETS OKLAHOMA'S NO. 1 MARKET

NAB District 6 Registration

[BROADCASTING, Oct. 30]

James Aldige Jr., WWL New Orleans; W. H. Allen, KALB Alexandria, La.; Sam W. Anderson, KFFA Helena, Ark; B. Hillman Bailey Jr., KSIG Crowley, La.; Larry Baird, WWL New Orleans; T. K. Barton, KARK Little Rock, Ark.; Charles A. Batson, NAB, Washington; Clarence Beaman, WKGN Knoxville, Tenn.; E. G. Blackman, WLAC Nashville; Robert E. Brown, KTHS Hot Springs, Ark.; Robert J. Burton, BMI, New York; Carl Cannon, WSMB New Orleans; Edw. C. Carlson and Mrs. Louise C. Carlson, WJBW New Orleans; Joseph W. Carson, WMOX Meridian, Miss.; J. W. Carlier, WRBC Jackson, Miss.; Henry B. Clay, KWKH Shreveport, La.; Willard L. Cobb, KALB Alexandria, La.; Frank Conwell, KCIL Houma, La.; I. K. Corkern Jr., WIKC Bogalusa, La.

Roy Dabadie, WJBO Baton Rouge; Wm. T. Davies, RCA Thesaurus, Dallas; Bill Davis, KTRY Bastrop, La.; Paul H. De Clouet and Thomas A. De Clouet, KLFY Lafayette, La.; John Devine, Standard Radio, Chicago; Richard P. Doherty, NAB, Washington; Robert W. Dumm, KNOE Monroe, La.; Bob Evans, WELO Tupelo, Miss.; Jack Fleet, KAGH Crossett, Ark.; T. J. Fontelieu WSMB New Orleans; Tom Gibbens, WAFB Baton Rouge; Paul Goldman, KSYL Alexandria, La.; James E. Gordon, WNOE New Orleans; R. J. (Dick) Gregory, KVIM New Iberia, La.; Cliff Greenland, Associated Program Service, New York; Charley Gullickson, WDOD Chattanooga; Julian F. Haas, KARK Little Rock; John F. Hardesty and Ralph W. Hardy, NAB, Washington; Lee Hart, BAB, New York; Wiley P. Harris, WJDX Jackson, Miss.; Edw. G. Holmes, Earl Lipscomb Assoc., Houston; Bill Humbert, KVMA Magnolia, Ark.

Hugh Jones, WGCM Gulfport, Miss.; W. E. Jones, KSLO Opelousas, La.; Peter J. S. King, SESAC, New York; H. R. Kreestein. WMPS Memphis; T. B. Lanford, KRMD Shreveport; H. L. Logan, KWKH Shreveport; Maury Long, BROADCASTING, Washington; Patt McDonald, WHHM Memphis; H. Ray McGuire, WDSU New Orleans; Clifford Marshall, United Press, Atlanta, Ga.; George P. Martin, KROF Abbeville, La.; George A. Mayoral, WJMR New Orleans; Justin Miller, NAB, Washington; L. L. Miller, WQBC Vicksburg, Miss.; R. J. Myers, KLRA Little, Rock, Ark.; Sid Nicholls, Branham Co., Memphis; Russell B. Offhaus, WMRY New Orleans; Paul Oliphant, WLAC Nashville; G. T. Owen, WIBR Baton Rogue, La.; Dorsey Owings, BMI, New York; Don Petty, NAB, Washington; Charles L. Planchard, KWCJ Natchitoches, La.; Stanley W. Ray Jr., WJMR New Orleans; Louis Read, WDSU New Orleans; Ray Rich, WDSU-TV New Orleans; B. G. Robertson, KWKH Shreveport.

L. M. Sepaugh, WSLI Jackson, Miss.; Bob Shuffler, Earl Lipscomb Assoc., Dallas; Michael M. Sillerman, World Broadcasting System, New York; Mort Silverman, WMRY New Orleans; Lamar Simmons, WLCS Baton Rouge; H. W. Slavick, WMC Memphis; Earl H. Smith, WLCS Baton Rouge; F. C. Sowell, WLAC Nashville; Bill Stubblefield, Capitol Records, Hollywood; Howard Summerville, WWL New Orleans; Geo. R. Swearingen Jr.; Weed & Co., Atlanta, Ga.; Gerald Swisher, Associated Press, Columbus Ohio; Norman A. Thomas, WDOD Chattanooga; Gene Tibbett, WLOX Biloxi, Miss.

Charles A. Wall, BMI, New York; Granville Walters, WAML Laurel, Miss.; Fred Watkins Jr., KWKH Shreveport; H. F. Wehrmann, WTPS New Orleans; Wiley D. Wenger, RCA Engineering, Dallas; Ralph Wentworth, BMI, New York; Harold Wheelahan, WSMB New Orleans; Jimmie Willson, WLAU Laurel, Miss.; David Wilson, WSLI Jackson, Miss.; Earl W. Winger, WDOD Chattanooga; Jack Wolever, KTHS Hot Springs, Ark.; Hoyt B. Wooten, WREC Memphis; C. J. Wright, WFOR Hattiesburg, Miss.; Bill Young, Lang-Worth, New York; Stanley G. Young, KLFY Lafayette, La.; Irving Zeidman, KNOE Monroe, La.

NAB District 6 conventioneers (front row, l to r): F. C. Sowell, WLAC Na ville; Mike Sillerman, World Broadcasting System, New York: Tom Gibbe WAFB Baton Rouge; Patt McDonald, WHHM Memphis; Earl Winger, WDO Chattanooga. Back row: Robert Shuffler, Earl Libscomb Assoc., Dall Gene Tibbett, WLOX Biloxi; Charles Godwin, MBS, New York; Cliff Gree land, Associated Program Service, New York; Roy Dabadie, WJBO Bat Rouge.

SURVIVING ATOM BOMBS

Role of Radio-TV Is Cited in Several Boo

HOW TO SURVIVE AN ATOMIC BOMB. By Richard Gerstell. Published by Combat Forces Press, Washington, D. C. Distributed by Rinehart & Co. Inc., New York 16. 150 pp. $1.95.

A SIMPLE, easy-to-read guide, in question-and-answer form, detailing civilian "do's and don'ts" in the event of an atomic or other bomb attack has been authored by Dr. Richard Gerstell, a consultant for the Civil Defense Office of the National Security Resources Board.

Designed to allay the fears of layman and to meet the need for factual knowledge among family units at home and workers in offices or factories, the guide also stresses the importance of radio and television sets in the civil defense program on local levels.

Terming possession of a radio set as an essential in any home to receive "news and necessary instructions," Dr. Gerstell tells families that "your best bet is to follow safety rules and leave the Geiger counters to the trained crews who will test the whole area, and let everyone know by radi and otherwise what the whole situ ation is."

[NSRB officials from time t time have stressed the importanc of battery-operated radio sets i the home, and have been quietl gathering statistics on this phase Such sets, they feel, would be useful in the event an air attac bombed out communciations lines Data also include provisions ma for stations' auxiliary power.]

Dr. Gerstell explains that radioactive dust or mist in the air won't stop radio or TV set operation and urges families to "use your (set) to get the latest news and latest instructions from your local defense authorities." Dr. Gerstel noted:

> . . . **In the Bikini tests, radio-controlled planes were flown righ through the atomic-bomb cloud itself and they worked perfectly. If all th radio stations in your own city ar damaged (this isn't likely becaus they are usually well separated) the the authorities can use a station i**

IF YOUR AM-TV-FM STATION NEEDS

promotional ideas sold to produce cash revenue of from $200 to $1,000 per week,
Wire, Call or Write

Edgar L. Bill — **Merle V. Watson**
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES
Peoria, Illinois — — **Phone 6-4607**

★ **We originated sponsored Radio Personalities Picture Albums in 1938, many new program features, and have more sales records and years of experience in selling for over 300 Radio and Television Stations from Coast to Coast than any similar organization in America.**

some nearby city to give you information. So if there's nothing on your local stations when you turn on your radio, keep on trying all around the dial.

Television will not be stopped by radioactivity, either. This, too, was learned at Bikini. Pictures of the bombed fleet taken by automatic cameras appeared on the Navy television receivers as soon as the mist cleared away, and while there was still heavy radioactivity in the air.

"These are the facts," Dr. Gerstell declares categorically. "You may have heard rumors to the contrary, but these are the facts."

The NSRB consultant also informs readers that the U. S. radar screen system is "being built up fast," and when complete "should give warning in time for everybody—especially in big cities—by radio and sirens—to take . . . safety steps . . ."

Stressing that there will be aircraft warning work in every community, Dr. Gerstell points out importance of passing on word of impending attack "in a matter of minutes," and adds that radio stations and telephone companies "will do their parts in getting the warning out."

Dr. Gerstell currently is lecturing on atomic bomb safety measures for the Blue Cross and Blue Shield plans of the U. S. and Canada. He said that the late Defense Secretary James Forrestal initially encouraged him to write the book. Dr. Gerstell also has written similar articles for *Saturday Evening Post*, *Sports Afield* and *Farm Journal*.

* * *

SURVIVAL UNDER ATOMIC ATTACK. By National Security Resources Board Civil Defense Office. Published by the U. S. Government Printing Office, Washington 25, D. C. 10¢

RADIO SETS—"emergency equipment" in the homes of American families—would be little affected by any atomic bomb explosion or resulting radioactivity, National Security Resources Board has informed cvilians.

In this new booklet, *Survival Under Atomic Attack*, NSRB tells civilians: "Always have a good flashlight, a radio, first-aid equipment and a supply of canned goods in the house."

Neither explosive nor lingering radioactivity has any effect on the operation of most mechanical or electrical devices, and the radio should be turned on in the event of attack, the booklet asserts, adding this remainder:

"Battery-operated sets, including those installed in automobiles, will continue to work even if the city power goes off. Television reception, like radio, won't be jammed by radioactivty."

Civilians are told they can live through an atom bomb raid without "geiger counter, protective clothing or special training" if they know the secrets of survival: Know the bomb's true dangers and know the steps to take to escape them.

Also listed are six general principles for survival and "five keys to household safety," as well as answers to the more common questions put to defense officials.

The 32-page booklet is being distributed to state and local civil defense officials, governors, members of Congress, radio stations, press and various public groups and organizations of the government.

RENEWING warm friendship over KPHO Phoenix are singing star Jeannette MacDonald (l) and Kathy Godfrey, talented sister of CBS' Arthur and m. c. of three times per week afternoon women's show at the ABC outlet. Miss MacDonald also appeared with KPHO News Editor Wayne Center in recorded interview shortly after announcement of Al Jolson's death.

WRITERS' GUIDE

Radio-TV Workbook Issued

A GUIDE TO RADIO-TV WRITING. By Laurence Campbell, Harry E. Heath Jr., Ray V. Johnson. Ames, Iowa: Iowa State College Press. 407 pp. $2.95.

DESCRIBED as the "first workbook to be written for students in the special fields of radio and television writing," this volume is a workbook-syllabus for teachers, students and professional workers interested in news, specialized information, continuity writing and surveys.

Prepared by Laurence Campbell, director of Florida State U.'s journalism school; Harry E. Heath Jr., assistant journalism professor, Iowa State College and Ray V. Johnson, KNBC San Francisco news director, the book stresses application of radio writing principles in "practical and realistic assignments," according to the publishers. Material was assembled from the authors' teaching and professional experiences. Work was begun when all three were members of U. of Oregon's journalism department staff.

Dancer Sues 'Toast'

IRENE CASTLE McLAUGHLIN ENZINGER, former dancer, has filed a $250,000 damage suit against CBS, Ed Sullivan and Ford Motor Co. in Chicago Circuit Court, alleging her privacy had been violated by *Toast of the Town*. She said a 1912 movie, "The Whirl of Life," showing her dancing with her husband, Vernon Castle, was telecast without permission March 12 on Mr. Sullivan's show. She said she obtained exclusive rights to the film in 1919. Her attorney, George Arthur, said she loaned the film to Mr. Sullivan for use in a stage show in 1936 and, although it was returned, Mr. Sullivan "apparently" had a copy made. Defendants have 20 days to file an answer.

RADIO'S RECORD

CBS Book Recaps Events

A 137-PAGE book, *The Sound of Your Life*, giving "a record of radio's first generation," was mailed by CBS last week to 10,000 addressees, including advertisers, agencies, prospects, government officials, editors, libraries, schools and colleges.

A chronicle of the past 23 years as it came to radio listeners, the book contains 400 photographs selected to represent the notable events and personalities of the period. The text unfolds the story of a typical listener family, called the Smiths, during the years since the first CBS broadcast.

Prepared by the CBS advertising and sales promotion department, the book was written by Robert Strunsky, George Bristol, and Carroll Whedon. Design and production was under the direction of William Golden, associate director of CBS advertising and sales promotion.

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Features Paul Berlin, recently voted most popular Disc-Jockey in Houston, in a contest sponsored by a local newspaper.

Quarter Hour Segment

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Hooperating 4.0, No. 2 in Houston.

Features Webb Hunt, longtime Western and Hillbilly favorite.

K-NUZ ranks No. 2 in Houston, Monday thru Friday, 12:00 noon to 6:00 PM.

All Hooperatings from the Hoopers Summer Report, May thru September, 1950.

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FCC actions

OCTOBER 27 TO NOVEMBER 2

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

October 27 Applications . . .

ACCEPTED FOR FILING

AM—1600 kc

WAPX Montgomery, Ala.—CP increase power from 1 kw unl. to 1 kw-N, 5 kw-D unl. DA-N.

AM—1460 kc

WOL Washington—CP change from 1450 kc 250 w unl. to 1460 kc 5 kw unl. DA-DN.

AM—1600 kc

WSFL Springfield, Mass.—CP change from 1 kw D to 5 kw-D, 1 kw-N unl. DA-DN.

AM—1150 kc

WGBR Goldsboro, N. C.—CP change from 1400 kc 250 w unl. to 1150 kc 1 kw unl. DA-DN.

AM—1480 kc

Charles L. Cain, Grand Prairie, Tex.—CP new AM station 780 kc 250 w D AMENDED to request 1480 kc 500 w D.

Modification of License

KGAK Gallup, N. M.—Mod. license change studio site from 114 E. Coal to U. S. Highway 66 about 1.7 mi. E of Gallup.

Modification of CP

KPFA (FM) Berkeley, Calif.—Mod. CP new FM station for extension of completion date.

WGTR (FM) Paxton, Mass.—Same.

License for CP

WOPI-FM Bristol, Tenn.—License to cover CP for changes in stations.

License Renewal

Following FM stations filed license renewal applications: WRUF-FM Gainesville, Fla.; WSAI-FM Cincinnati; WJPA-FM Washington, Pa.

TENDERED FOR FILING

AM—1240 kc

KIWW San Antonio, Tex.—CP change from 1540 kc 250 w D to 1240 kc 250 w unl. (contingent on KZIP surrendering CP for 1240 kc).

APPLICATION RETURNED

WLBB Carrollton, Ga.—RETURNED application for consent to voluntary relinquishment of control of 6 sh from James Matthews to Thomas K. Vassy.

October 30 Applications . . .

ACCEPTED FOR FILING

Modification of License

WSVA Harrisonburg, Va.—Mod. license change studio site from Newman Bldg. to U. S. Highway 33 1.75 mi. W of Harrisonburg.

WHBC-FM Canton, Ohio—Mod. license change ERP from 25 kw to 15 kw.

Modification of CP

WOC-TV Davenport, Iowa—Mod. CP new commercial TV station for extension of completion date to 1-1-51.

KXEL-FM Waterloo, Iowa—Mod. CP new FM station for extension of completion date.

License for CP

WGCB Red Lion, Pa.—License to cover CP new AM station.

WCFV Clifton Forge, Va.—Same.

KSMU-FM Dallas, Tex. — License cover CP new noncommercial educational station, Southern Methodist U.

KSUI (FM) Iowa City—License to cover CP changes in noncommercial educational station, Iowa State U.

October 31 Decisions . . .

BY A BOARD

Program Authority

Mutual Bcstg. System, Chicago—Temp. authority to transmit programs to Canadian broadcast stations further extended to Nov. 15.

License Extension

WNDR-FM Syracuse, N. Y.—Present license further extended on temp. basis to Dec. 1.

Following stations were granted temp. extensions of licenses for period ending March 1, 1951: KTJS Hobart, Okla.; WAMS Wilmington, Del.; WBAT Marion, Ind.; WFVG Fuquay Springs, N. C.; WTTS Bloomington, Ind.; WKNK Muskegon, Mich.; WPWA Chester, Pa.; WEGO Concord, N. C.; WHHH Warren, Ohio; WWXL Peoria, Ill.; WBBL Richmond, Va.; KCHE El Reno, Okla.

License Renewal

Following stations were granted renewal of license for period ending Nov. 1, 1953: KALI Long Beach, Calif.; KBUD Athens, Tex.; KSLM Salem, Ore.; KTRE Lufkin, Tex.; WHOM (and aux.) Jersey City, N. J.; WIRE (and aux.) Indianapolis; WNMP Evanston, Ill.; WSFL Springfield, Mass.; KELA Centralia, Wash.; KILO Grand Forks, N. D.; WHP (and aux.) Harrisburg, Pa.; KCRV Caruthersville, Mo.; KFJM Grand Forks, N. D.; WROY Carmi, Ill.; KARE Atchison, Kan.; KSJO San Jose, Calif.; KTRI Sioux City, Iowa; WGIG Brunswick, Ga.; WPAW Pawtucket, R. I.; WACB Kittanning, Pa.; WBIS Bristol, Conn.; WSPD Toledo, Ohio; KVON Napa, Calif.; WAAB Worcester, Mass.;. WMBD Peoria, Ill.

Petitions Granted

A. H. Belo Corp., Dallas, Tex.—Granted leave to intervene in pending television proceeding in matter of utilization of frequencies in 470 to 890 mc band and to testify therein with respect to general issues now being considered.

Protestant Radio Commission—Granted leave to intervene in pending television proceeding; petition is filed in docket herein as comment in proceeding; petitioner's name is added as party entitled to testify with respect to issue on reservation of channels for noncommercial educational television stations contained in Commission's notice of revised order of testimony released Oct. 12.

Paramount Television Productions Inc.—Granted extension of outstanding STA to operate exp. TV relay stations KA-5037-8-9 New York in connection with theatre television experimentation for period ending April 27, 1951. Similar extension granted Twentieth Century-Fox Film Corp. to operate exp. television relay station KA-2461 New York for same period, both authorizations subject to same cond. as original grants.

Oral Arguments

Oral arguments scheduled for Nov. 8, 1950 on initial dec. in following cases: Haygood S. Bowden (WACA), Camden, S. C. (Doc. 9247) and Camden Bcstg. Corp. (Assignee), Camden, S. C. (Doc. 9248); KPMO Pomona, Calif. (Doc. 9205) and Valley Bcstg. Co., Pomona, Calif. (Doc. 9206).

BY THE SECRETARY

WCCO Minneapolis—Granted license install old main trans. for aux. with 50 kw. Cond.; granted license install new trans.

KREM Spokane, Wash.—Granted license change frequency etc. (970 kc 1 kw DA-N unl.).

KLTF Little Falls, Minn.—Granted license new standard station and specify studio location (960 kc 500 w D.).

WTAQ La Grange, Ill.—Granted license new standard station (1300 kc 500 w D).

WBNY Buffalo, N. Y.—Granted license install alternate main trans.

WILM Wilmington, Del.—Granted CP install old main trans. as aux. with 250 w.

KOOK Billings, Montana—Granted mod. CP for extension of completion date to 3-1-51; cond.

Brownsville Bcstg. Co., Brownsville, Tex.—Granted license new remote pickup KKA-796.

WHLA (FM) State Radio Council, Madison, Wis. — Granted CP replace CP which authorized new noncommercial educational station which expired 10-18-50.

Following were granted mod. CPs for extension of completion dates as shown: KFAC-FM Los Angeles to 5-16-51; WXRT Chicago to 1-24-51 on cond. construction either be completed or interim operation again provided by that date; WFMD-FM Frederick, Md., to 12-1-50; KSL-FM Salt Lake City to 5-15-51; KLAC-TV Los Angeles to 5-1-51; WLBJ Bowling Green, Ky., to 5-8-51 (cond.); WKYB Paducah, Ky. (cond.), to 12-15-50; WSUN St. Petersburg, Fla., to 5-15-51 (cond.).

WMAJ State College, Pa.—Granted license change ant. by top leading existing vertical radiator.

WRIB Providence, R. I.—Granted license to use old main trans. for aux. with 250 w. Granted license increase power etc. (1220 kc, 1 kw D).

WJQS Jackson, Miss. — Granted license install new trans.

KUIN Grants Pass, Ore.—Same.

KULE Ephrata, Wash.—Granted license new standard station 730 kc, 250 w D.

WBEJ Elizabethton, Tenn.—Granted CP change trans. location.

WJQS Jackson, Miss. — Granted CP install new trans.

WGTC Greenville, N. C. — Granted mod. CP change type trans. (cond.).

KMBL Junction, Tex.—Granted mod CP for approval of ant., trans. and studio locations (cond.).

Lake Erie Bcstg. Co., Sandusky, Ohio—Granted license new remote pickup KA-4243.

Lynchburg Bcstg Corp., Lynchburg, Va.—Granted license for new remote pickups, KIA-588-9.

Queen City Bcstg. Co., Seattle, Wash.—Granted licenses for new remote pickups, KA-7615, 7614, 7613, 4979.

Rockbridge Bcstg. Corp., Lexington, Va.—Granted license new remote pickup, KA-3534.

WSB-FM Atlanta, Ga.—Granted license new FM station, 98.5 mc (Chan. 253) 52 kw, 1050 ft.

WPWT (FM) Philadelphia Wireless Technical Institute, Philadelphia—Granted license covering changes in

(Continued on page 82)

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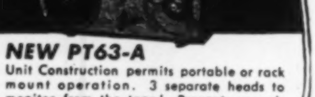

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Sam Molen, the Midwest's Number One Sportscaster, now presents the "Morning Sports Page of the Air" at 8:20 a. m. each weekday morning on The KMBC-KFRM Team. It's the only morning sports program in the Kansas City area, and is a capsule summary of late sports results, as well as commentary on up-coming sports events of general interest. In addition, Molen tells a brief sports story, of general interest to everyone.

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It's something new in this area, and already has won a steady following. Molen scripts his own shows, and draws on his vast experience in the sports world for material to supplement daily sports events on this five-minute feature. Contact us, or any Free & Peters "Colonel" for full details.

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programs promotion premiums

"CAREER GIRL" ● ● ●

KTAR Phoenix, *Career Girl Memo.* Features taped interview with "career woman of the week" chosen from local business and professional women. Interview conducted by Bill Peterson, of station program department, in downtown restaurant during lunch hour.

KOREAN DIARY ● ● ●

WCKY Cincinnati, *Korean War Diary*, Sun., 5:05-5:30 p.m. Public interest program airs personal experiences of Col. Francis E. Gillette, American adviser to South Korean Army. Don Paevey acts as narrator and Rex Dale is announcer. Col. Gillette has been in Korea since beginning of conflict and sends material to station for weekly show.

HEALTH SERIES ● ● ●

WWDC Washington, *You and Your Doctor*, Thurs., 10:15 p.m. In cooperation with Medical Society of District of Columbia, 13-week series started Nov. 2. Program informs public about treatment of common ailments. First show devoted to "What Is High Blood Pressure?"

TV GIVEAWAY ● ● ●

WAAM (TV) Baltimore *Money Go 'Round*, Tues., Thurs., 6:50-6:55 p.m., Southcomb & Mapp (home improvements). Agency: Maurice Chessler Co., Baltimore. Jim Kilian, m.c., gives key word and tells viewers to be on lookout for "Money Go 'Round Car," which is cruising in city. When car is spotted, viewer tells driver key word. Driver calls studio from car, giving person's name and Mr. Kilian relays news and amount of prize to audience.

EASTERN DEFENSE ● ● ●

WFIL Philadelphia, *Mary Jones Show*, Oct. 30. Air Force officers told of preparations made by eastern air defense for protection against enemy air attack. Program broadcast from McGuire Field, N. J. Officers explained radar equipment, planes and weapons. Gil Robb Wilson, aviation editor *New York Herald Tribune* also appeared on show.

AIR WISE PROMOTION ● ●

WNBQ (TV) Chicago, NBC's O&O station, used airplane to air tape recorded message about new program service. Powerful loud speaker used to carry message over city and suburbs. John Keys, advertising and promotion manager WMAQ-AM-FM and WNBQ, conceived idea to publicize station's expanded program schedule.

'STURDY GERTIE' ● ● ●

KTNT (FM) Tacoma, Transit Radio, Oct. 14, broadcast opening new Tacoma Narrow bridge. Station received permission from president Tacoma Transit Co. to change regular broadcast schedule so riders could hear ribbon-cutting ceremonies. Bridge, called "Sturdy Gertie" by natives, replaces old "Galloping Gertie" that blew down in 1940. Program carried interviews of people who saw old bridge fall.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

VEEP SPEAKS ● ● ●

WICU (TV) Erie, Pa., special public service program, Oct. 25, Vice President Alben W. Barkley spoke on behalf Democratic candidates seeking re-election in state. He was interviewed by Edward Lamb, publisher *The Erie Dispatch* owner of station. Mr. Barkley also discussed world issues.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

NEW LBS SHOW ● ● ●

SERIES *U. of Georgetown Forum*, which started on WARL Arlington, Va., in 1946, going coast to coast on Liberty Broadcasting System via WOL Washington, Sun. 1 p.m. Show taped and re-broadcast at 2:30 p.m. on WOL. Program will still be carried on WARL. Rev. J. Heyden S.J., Georgetown U., handles technical end of show and Rev. Daniel Power S.J., Georgetown U., arranges for guests and talent.

LOLLIPOP PARTY ● ● ●

WSTC-AM-FM Stamford, Conn., *Fairy Princess* gave "Lollipop Party" for pre-school and school age children Oct. 24. Merry Reynolds, star of show, prepared party so children could meet "Fairy Princess." Guests attended broadcast and then took part in special show and party. Parents of children were invited to attend.

'HAPPY LISTENING' ● ● ●

LOURENCO Marques Radio, Johannesburg, S.A. Station running ads in local papers. Art shows persons in unhappy circumstances—traffic violator being reprimanded by policeman; explorer burning at stake—and remarks: ". . . but it's HAPPY listening on Lourenco Marques!"

UNUSUAL CONTEST ● ● ●

WHK Cleveland's Bill Gordon, m.c. *Morning Show*, 7:15-10 a.m., conducting unique contest. Listeners are urged to send unusual letters to station. M.C. has received letters written on last year's suntan, lace curtains, pistachio nut and set of false teeth. Grand prize for contest is Mr. Gordon, who will baby-sit or do odd jobs for winner.

'CUZZIN' VISITS ● ● ●

WOPI-AM-FM Bristol, Tenn. "Cuzzin" Don, early morning disc jockey, announced intentions to drive to Ft. Devens, Mass., to tape record interviews with members of 278th Infantry Div., most of whom are Bristol men. Offer to carry non-perishable cookies and cakes to relatives filled up prospective visitor's car. Sponsor donated 20 dozen additional cakes for National Guardsmen. Visit was subject of article in local paper.

STRIP TEASE ● ● ●

ABC Hollywood sends trade folder showing two pair of bare legs extending under cover bearing line, ". . . the most popular strip show in L. A." Page under cover shows costumed players, Nina Bara and Virginia Hewitt, featured on *Space Patrol* show. Photographs of other cast members are shown in addition to sales message giving multi-weekly TV Hooperatings for Aug.-Sept.

'STREET SCENE' ● ● ●

ART SCANLON, WINS New York morning disc jockey, who opens with theme from "Street Scene," is sponsoring contest for best letters describing favorite street scenes. Contestants each receive Mercury recording of the theme, and winners get turkeys for Thanksgiving.

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regional promotion campaigns

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CKCW POSTER ● ● ●

CKCW Moncton, N.B. Large buff-colored poster featured by 200 grocery stores in area gives line-up of CKCW advertised products available in stores. Sponsor's name is carried in large letters over name of program, and sometimes picture of featured star. Primary purpose of poster is to stimulate sales of CKCW accounts, with secondary design of encouraging station listening. Time shows are heard also given.

WERD BOOKLET ● ● ●

WERD Atlanta releases 14-page booklet, "There's $$ In WERD-ville," word-and-picture presentation of various aspects of Negro community which is its primary audience, and which it calls "$100 million market." Station describes itself as "the only Negro-owned radio station in the U. S. A." Covers are canary yellow, with striking sketch on front.

SONGS TO PLAY ● ● ●

WBBM Chicago, *Play or Pay*, half-hour, Mon.-Fri., Sawyer Biscuit Co. Listeners send song titles for musicians to play. If they can't, listener is awarded prize. Tommy Bartlett is show m.c. Station broadcast promotion spots week before debut of show.

CONGRATULATING Tom Gibbens (l), WAFB Baton Rouge, newly-elected president of Louisiana Broadcasters Assn. at its Oct. 25 meeting in New Orleans [BROADCASTING, Oct. 30] are T. B. Lanford (center), KRMD Shreveport, outgoing president, and George Martin, KROF Abbeville, secretary-treasurer.

Feature

(Continued from page 16)

and holds the family together, reached the break-even point financially. This was difficult, in view of $8,500 spent for rental of the stadium, its ushers and general facilities; $2,800 for advance promotion (posters, car cards, newspapers); $2,000 for guest stars, Curt Massey and Martha Tilton, *WLS National Barn Dance* talent and musicians; $4,000 in city and federal taxes; and $750 for souvenir programs.

The station would not have come out even, however, if it had taken into account some 50 spots aired weekly on WLS for six weeks preceding the festival date. The Park District, which cooperated in the planning, handled mobilization of 96 sets of dancers on the floor (eight persons per set), the hospitality committee, and numerous sets from Park District recreation groups.

Dancers appeared en masse and individually, representing their states and sections. The largest single group ever on the floor consisted of 10 sets. Included in this category were Indiana, Illinois and Chicago. Indiana scored heavy applause with a set of men and women who combined a jitterbug step with the more formalized routines of the square dance. One talent booker was so impressed he later called Mr. Drake and asked if the group could be hired.

The Illinois section featured rural youth and adults, while that from Chicago showed regular Park District dance enrollees. Among them were sets of blind, deaf, dumb and physically handicapped persons, including youngsters recovering from polio, a group of children under 12 and oldsters. The age range among all groups was from about 8 to 75.

Eight dancers went to Chicago by bus from Quebec. They were members of the Society of Good Cheer, established in Montreal in the 1600s. They, with other dancers, appeared on television shows at all four Chicago stations and on numerous radio programs in the area. Plugs for the festival were given without charge by radio stations.

All in all, the investment of work, time and money paid off, so much so that *Prairie Farmer* and WLS President James E. Edwards says there will be another festival next year.

Canadian Seminar

THE Ryerson Institute of Technology, Toronto, Ont., currently is holding a seminar on TV programming. Speakers include representatives from the Canadian Broadcasting Corp., Canadian advertising agencies and stations, and some U. S. broadcasters.

PBS Acquires Space

PROGRESSIVE Broadcasting System has acquired Audio-Video Studios, 418 S. Robertson Blvd., Beverly Hills, Calif., to house its production offices and studios. The large plant includes office space, recording and television studios in addition to broadcast facilities. Executive offices of the new network remain at 8983 Sunset Blvd., Hollywood.

STORY OF BBC

Hibberd Goes Behind Scene

'THIS IS LONDON—.' By Stuart Hibberd. London: MacDonald & Evans. New York: Edward M. Sweetman, 1 Broadway. 322 pp. 12s6d.

A "BEHIND THE SCENE" story of the British Broadcasting Corp.—the radio of Great Britain—"*This is London*—" gives a personalized history that is at once literary and factual. The author, Stuart Hibberd, is perhaps the most dramatic denominator of BBC's growth and development into the British government's owned-and-operated domestic and foreign "voice."

Mr. Hibberd is the man whose voice was heard in Europe when the continent was subjugated by the Nazis, in the jungles of Burma and in the African desert—wherever peoples looked to Britain for hope.

The book is sectioned according to years—1924 to 1949—with each chapter giving the history of broadcasting as seen through the eyes and experiences of Mr. Hibberd. It begins with the appointment of the author to the post of assistant announcer in London from where he progressed to the top in his skill. The concluding chapter makes the points that television will become radio's biggest competitor but will not "entirely oust sound broadcasting," and that while the radio audience in England stands at an estimated 25 million, the author still prefers to think of broadcasting to one family or one individual only. . . ."

Last Will and Testament

WE WANT YOU TO BE OUR HEIR!

Even though we're not related to you, we want you to be our heir! YES, we want you to inherit the goodwill, the very tangible respect of our listening audience.

What's the "estate" worth? Well, it was worth 30,000 unduplicated inquiries to Norman's Furs. It increased a furniture store's volume by 300% in two years. It sold 1,100 sets of china at $24.95 for smart-as-a-fox STERN & COMPANY of Philadelphia.

What's it cost to become an "heir"? As little as $7.00 per one minute spot. Send for coverage maps. Send for actual testimonial letters. Send for air-check of "Judge Rhythm's Court", the sales-producing program aired daily on

WPWA

DELAWARE COUNTY'S *FIRST* STATION
1590 on the dial, *FIRST* in the hearts of listeners
CHESTER, PENNA.

WEVD
5000 WATTS 1330 K.C.
PROGRAMS OF DISTINGUISHED FEATURES in
• ENGLISH
• JEWISH
• ITALIAN
3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA
Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y. 18

WGRD—
Best Buy in
Grand Rapids
12:30 to 5:15 PM

HOOPER FALL-WINTER 1949-1950

Number of times stations are rated 1st, 2nd, 3rd, 4th in 19 fifteen minute rated periods from 12:30 to 5:15 P.M.

	WGRD	A-Net	B-Net	C-Net
1st	6	5	2	8
2nd	5	7	4	3
3rd	6	3	7	2
4th	2	4	5	6

Counting 1 point for 4th place
2 points for 3rd place
3 points for 2nd place
4 points for 1st place

WGRD	A-Net	B-Net	C-Net
53 points	51 points	39 points	51 points

WGRD Grand Rapids Michigan
"The People's Station"
Nat'l. Rep.—McGillvra

PULSE, INC., REPORTS:
WWDC
1st
in out-of-home audience in
WASHINGTON

Pulse, Inc. in a new survey of radio listening in cars, taxis, offices, restaurants, etc., shows that WWDC gives the biggest PLUS audience in Greater Washington. You must have all these new facts to intelligently choose among the 14 radio stations in this rich market. Call your Forjoe man today for all the details.

WWJ REALIGNS

Radio, TV Staffs Split

SEPARATION of radio-television facilities of the *Detroit News* stations, WWJ and WWJ-TV, into competitive organizations, each with its own administrative, sales and program personnel, was announced last Tuesday by Harry Bannister, general manager of WWJ-AM-TV-FM.

Don De Groot, public affairs director, was named manager of WWJ-AM-FM and Willard E. Walbridge of WWJ-TV. Both will operate under overall supervision of Mr. Bannister. Mr. Walbridge has been serving as assistant general manager of AM-TV-FM operations since October 1949.

Mr. De Groot joined the *Detroit News* organization in 1941 after previous assignments as staff announcer of WFDF Flint, Mich., writer-producer and staffman for a Detroit advertising agency. He was named program manager of WWJ-FM and in June 1942 was transferred to WWJ as program chief. He left WWJ in 1946 to accept similar positions at WBAL Baltimore and WTAC Flint, returning to WWJ in April 1949. As public affairs director of WWJ-AM-TV-FM since August 1949, Mr. De Groot was instrumental in preparing presentations which won the station numerous awards.

Mr. Walbridge also began his radio career with WWJ in 1941. After three years in the sales department he left to join the Navy, returning in January 1946. He was successively named assistant sales manager of radio and sales manager of television operations. In May 1949 he succeeded Harry Betteridge as general sales manager of combined *Detroit News* AM-TV-FM operations. Following October, he was appointed assistant general manager reporting to Mr. Bannister.

Mr. De Groot

Mr. Walbridge

WTMJ COMMISSION

15% Local Agency Policy Set

LOCAL agency commission of 15% on retail accounts is being allowed for the first time by WTMJ Milwaukee. Effective Nov. 1, the station established the same commission offered by WTMJ-TV to local agencies buying time for retail clients. Move was explained: "Television experience has shown that local advertising agencies handling retail accounts have been responsible for an exceptional amount of retail business, and this move is being made in order to permit the retailer to use a greater volume of radio business without having to pay additional charges for advertising agency service."

The 15% commission has been effective on WTMJ-TV since it took the air in December 1947.

CBM Montreal increases power from 5 kw to 50 kw on 940 kc.

'KICKOFF' SHOW

KBWD Sells Local Dealers

WITH an eye toward local business, the late O. J. Brunkenhoefer, commercial manager of KBWD Brownwood, Tex., had conceived a 15-minute *Kickoff* program to tie-in with Humble Oil & Refining Co. football broadcasts. When Humble scheduled 16 Southwestern Conference games on KBWD and the Texas State Network, Mr. Brunkenhoefer went to work and got the local agents and dealers of Humble to sponsor the pre-game show.

The show, preceding all games, presents local and national sports news, recorded college songs, background and featured music. Commercials highlight services offered at the local Humble stations. Eleven Humble-station managers and the bulk agent share in the sponsorship.

KBWD and Brownwood Humble dealers are proud of their *Kickoff* show—as well they might be—and offer the suggestion to other stations for local tie-in sponsorship with national accounts.

[EDITOR'S NOTE: It was later reported that Mr. Brunkenhoefer died Sept. 27.]

KGER'S New Studios

KGER Long Beach, Calif., has moved to a newly constructed building, containing offices and studios, at 3745 Atlantic Ave. Station observed the move by holding open house Nov. 4 with a dedication program featuring special talks, in addition to concerts by the Long Beach Municipal Band, which has been heard on the station since 1926, and the San Pedro Symphony Orchestra. Manager of the 5 kw station is Galen O. Gilbert.

FCC Actions

(Continued from page 78)

Decisions Cont'd.:

non-commercial educational station, 91.7 mc (Chan. 219) 125 w, 10 ft.

Lake Erie Bcstg. Co., Sandusky, Ohio—Granted CP new remote pickup, KA-7825.

WSIX Bcstg. Station, Nashville, Tenn.—Granted CP new remote pickup, KA-7827.

Patroon Bcstg. Co., Albany, N. Y.—Granted CP new remote pickup, KA-2178.

Fort Bend Bcstg. Co., Rosenberg, Tex.—Granted CP new remote pickup, KA-7826.

Agricultural Bcstg. Co., Chicago—Granted CP and license new remote pickup, KA-7828.

Radio Station WIAC Inc., San Juan, P. R.—Granted CPs and licenses new remote pickups, WWA-251, KA-7824.

WMOK Metropolis, Ill.—Granted mod. CP for approval of ant., trans., specify studio location and change type trans.

WGBS Miami, Fla.—Granted mod. CP for extension of completion date to 2-13-51 (cond.).

WAMS-FM Wilmington, Del.—Granted mod. CP for extension of completion date to 5-1-51.

ACTION ON MOTIONS

By Comr. Paul A. Walker

Athens Bcstg. Co., Athens, Ohio—Denied continuance for 60 days from Nov. 20, hearing re its application and that of Sky Way Bcstg. Corp., Columbus, Ohio.

KXYZ Houston and KOLE Port Arthur, Tex. — Granted continuance of hearing in proceeding re application of KVOL Lafayette, La., now scheduled Nov. 20; hearing continued to period 30 days from date. KVOL commences operation on program tests pursuant to newly authorized operation; to be rescheduled by proper petition of parties.

WLBJ Bowling Green, Ky.—Granted leave to amend application to employ DA-D and for removal of application as amended from hearing docket.

WMFJ Daytona Beach, Fla.—Granted continuance of hearing re application from Nov. 13 to Jan. 15, 1951, at Washington.

By Examiner Jack P. Blume

Radio Sumter, Sumter, S. C.—Granted indefinite continuance of hearing re its application.

WKBZ Muskegon, Mich. — Granted continuance of hearing from Nov. 6 to Dec. 7 in proceeding re application.

By Examiner J. D. Bond

WINR Binghamton, N. Y.—Granted indefinite continuance of hearing scheduled Nov. 6 in proceeding re its application.

By Examiner H. B. Hutchison

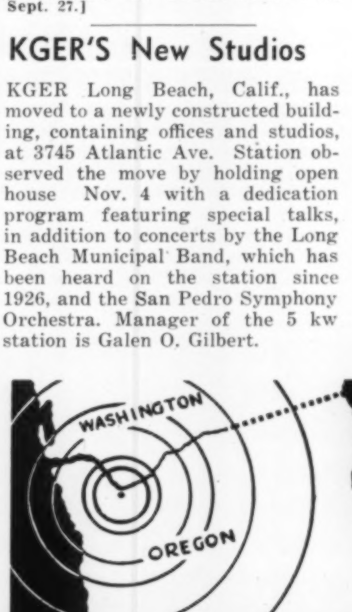
WCAW Charleston, W. Va.—Dismissed as moot motion for order to take depositions of certain witnesses and for waiver of Sec. 1.745 of Commission's rules in proceeding re its application and that of WGKV Charleston.

FCC General Counsel—Granted indefinite continuance of hearing, now scheduled Oct. 30 at Washington in proceeding re application of KBMY Billings, Mont. (Action Oct. 27).

WJEL Springfield, Ohio — Granted continuance of hearing from Nov. 3 to Jan. 10, 1951, at Washington in proceeding re its application.

By Examiner Leo Resnick

Gila Bcstg. Co., Winslow, Ariz. —



THE ONLY STATION THAT ACTUALLY DELIVERS
COMPREHENSIVE COVERAGE
In the Nation's Fastest Growing Market
KGW
PORTLAND OREGON
ON THE EFFICIENT 620 FREQUENCY
AFFILIATED WITH NBC
NBC AFFILIATE
REPRESENTED NATIONALLY BY EDWARD PETRY & CO

Granted continuance of hearing from Nov. 1 to Jan. 2, 1951, in Washington in proceeding re its application.

WINS New York—Granted leave to amend application to change answer to para. 6 thereof (relating to estimated date for completion of construction) from Sept. 26 to Jan. 26, 1951, and requesting waiver of Sec. 1.745 of Commission's Rules.

By Examiner Fanney N. Litvin

KID Idaho Falls, Ida.—Granted continuance of hearing from Oct. 30 to Dec. 4 in Washington in proceeding re its application.

FCC General Counsel—Granted indefinite continuance of hearing scheduled Nov. 27 at Santa Paula, Calif., in proceeding re application of Ventura County Radio Center Inc., Santa Paula.

By Examiner Elizabeth C. Smith

KREI Farmington, Mo.—Granted indefinite continuance of hearing scheduled Nov. 9 in Washington in proceeding re application.

Sunland Bcstg. Co., El Paso, Tex.—Granted request that transcript in proceeding re its application be corrected in various respects.

October 31 Applications . . .

ACCEPTED FOR FILING

Modification of License

KXOB Stockton, Calif.—Mod. license change studio site from 2013 Pacific Ave. to Beyer Lane.

KPLT Paris, Tex. — Mod. license change studio site from Gibraltar Hotel to Highway 24, 1.5 mi. S. of Paris.

Modification of CP

WINS New York—Mod. CP change frequency etc. for extension of completion date AMENDED to request extention from Sept. 26 to Jan. 1.

AM—1450 kc

Kee Bcstg. Co., Kewanee, Ill.—CP new AM station 750 kc, 250 w D AMENDED to change name of applicant to E. D. Scandrett, Harold B. Rothrock and Ray F. Knochel d/b as Kee Bcstg. Co.; change facilities requested to 1450 kc, 100 w unl.

AM—1440 kc

Paris Bcstg. Corp., Paris, Ill.—CP new AM station 1420 kc, 250 w D AMENDED to request 1440 kc, 500 w D.

AM—1370 kc

Pottstown Bcstg. Co., Pottstown, Pa.—CP new AM station 1370 kc, 1 kw D AMENDED to change name of applicant to Herbert Wolin, Ralph E. P. Mellon and Margaret Levine d/b as Pottstown Bcstg. Co. Charles Kinzer Bentz withdraws.

License for CP

KECA-TV Los Angeles — License to cover CP new commercial TV station.

WABE (FM) Atlanta, Ga.—License to cover CP new noncommercial educational station, Atlanta Board of Education.

APPLICATION RETURNED

Rollins Bcstg. Inc., Norfolk, Va. — RETURNED application for new AM station 1050 kc, 500 w D.

November 1 Applications . . .

ACCEPTED FOR FILING

AM—1240 kc

Elwood R. Horwinski tr/as Radio Tahoe, Tahoe Valley, Calif.—CP new AM station 1240 kc, 250 w unl. AMENDED to request 100 w.

AM—1590 kc

South St. Paul Bcstg. Co., South St. Paul, Minn.—CP new AM station 1590 kc, 1 kw D AMENDED to request 5 kw.

AM—1240 kc

KIWW San Antonio, Tex.—CP change from 1540 kc, 250 w D to 1240 kc, 250 w unl. (contingent on KZIP relinquishing 1240 kc).

Modification of CP

WELS Kinston, N. C.—Mod. CP new AM station to change from 1010 kc to 960 kc AMENDED to change name of applicant from Commonwealth Bcstg. Corp. to Farmers Bcstg. Service Inc.

License for CP

WCBS-FM New York — License to cover CP changes in FM station.

KFGQ-FM Boone, Iowa—License to cover CP new FM station.

WCAL-FM Northfield, Minn.—Same.

WREV Reidsville, N. C.—License to cover CP new AM station.

WATH Athens, Ohio—Same.

TENDERED FOR FILING

Modification of License

KALA Sitka, Alaska — Mod. license change hours from unl. to specified.

(Continued on page 87)

THIS LITTLE piggy goes to the Boston Red Sox market. Signifying price tag (not divulged) for broadcasting and telecasting rights to all home games of the Sox, Carl W. Haffenreffer (r), executive vice president and treasurer, Narragansett Brewing Co. of Rhode Island, makes "down payment" on two-year renewal for his company. Third man on the double play is Sox's General Manager Joe Cronin (l) who gets an assist from John W. Haley, brewery's advertising manager. Narragansett, perennial sponsor of Red Sox home games, plans expansion of last season's 41-AM station sports network to extend coverage.

CIVIL DEFENSE

Wadsworth Visits London

JAMES J. WADSWORTH, acting director of the government's Civil Defense Office, conferred briefly last week with top British civil defense officials in London. He left Monday and returned Wednesday, the National Security Resources Board announced.

Mr. Wadsworth discussed interchange of training personnel, shelter and other data and possible exchange of liaison personnel with British officials. He was accompanied by Col. Barnet W. Beers, civil defense liaison officer, Office of the Secretary of Defense. Mr. Wadsworth has been serving as acting defense director until President Truman appoints a permanent head to direct the proposed Civil Defense Administration [BROADCASTING, Oct. 30], with responsibility for communications and other planning.

National Security Resources Board, under which civil defense personnel currently operate, also announced the appointment Tuesday of George L. P. Weaver, of Washington, D. C., as special assistant to W. Stuart Symington, NSRB chairman. Mr. Weaver, a former vice president of United Transport Service Employes (CIO) and since 1945 assistant to the secretary treasurer of the CIO, will work on manpower problems.

Reports to President

ROBERT H. HINCKLEY, ABC vice president, reported Monday to President Truman on results of his recent European survey. Mr. Hinckley observed work of the Marshall Plan as member of the Public Advisory Committee of Economic Cooperation Administration. He spent several weeks in Europe. After reporting to the President he went to Salt Lake City.

CHVC Niagara Falls, Ont., increases power from 1 kw to 5 kw day and 1 kw night on 1600 kc.

For Western Montana
KGVO Missoula
5000 Watts
Nite & Day
All major CBS Programs

A fast growing Market
Wholesale Center
High Per Capita Income
Where Business
is always Good

KGVO · KANA
MISSOULA
ANACONDA BUTTE
Know MONTANA

OUTSTANDING FOR
• Showmanship
• Leadership
• Results

KDYL
NBC Network
SALT LAKE CITY, UTAH

National Representative: John Blair & Co.

Look at the North Jersey Picture!

WMTR
1250
SMILING MIKE

Population up 30% in ten years and increasing daily! News—Special events—Music Programming guarantee impact . . . Peak Listener Ratings . . For our side of the picture call Devney & Company.

WMTR
NOW 1000 WATTS
MORRISTOWN, N. J.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Help wanted—General manager to act as general manager and aggressive commercial man. Outstanding opportunity with brilliant future in large major eastern market for man who can give references as to selling ability. Box 901G, BROADCASTING.

Sales manager 250 watt local station AM & FM with proven ability in sales and sales management. Attractive proposition for man who can prove he can sell small market radio. Box 795G, BROADCASTING.

Business manager for a kilowatt daytimer going fulltime in single station Oregon market where radio is dominant medium. Selling is easy; living is wonderful; position can be permanent and lucrative. There'll be a lot of takers, state your case well. Box 878G, BROADCASTING.

General manager with experience as such in smaller community. Ambitious for unusual opportunity in metropolitan market. Box 902G, BROADCASTING.

Wanted: Manager for new daytime, one kc station in excellent market. Must be strong in sales and able to furnish A-1 references regarding both character and ability. Salary arrangements will be attractive to top man. Job also available for complete staff. Give complete information in first letter. Call or write Mr. J. R. Minton, Pyramid Radio Broadcasting & Television Co., Inc., West Frankfort, Illinois.

Salesmen

Guarantee $100 per week and 15 percent commission over guarantee. Midwest NBC regional in market over 150,000. Send full details. Box 887G, BROADCASTING.

Sales job with possibility for commercial manager after proof of performance. Small market, accent on local sales. Announcing experience essential. Salary plus commission. Married man preferred. Airmail full particulars. KFRD. Rosenberg, Texas.

Announcers

Combination man, ABC Rky. Mt. affiliate. Application, disc, photo, pertinent data and draft status first letter. Box 792G, BROADCASTING.

Experienced announcer, send disc, photo, references. Box 812G, BROADCASTING.

Wanted announcer with first class ticket for Minnesota station. Must be good. Experienced. Good pay. Box 820G, BROADCASTING.

Minnesota station needs newscaster able to gather and write news. Must be able to sell. Car necessary. Good man will earn good money. Send disc and details to Box 821G, BROADCASTING.

Opening for announcer-engineer in southwest Texas. Emphasis on announcing. Some experience preferred. Send background, draft status, salary requirements and other information to Box 858G, BROADCASTING.

Versatile network quality announcer for progressive southern independent. No sots, no know-it-alls, no neurotics, no loafers. Box 869G, BROADCASTING.

Experienced announcer with license needed immediately. Box 875G, BROADCASTING.

N. C. Mutual station, interested in all-round man, play-by-play, all sports, news and some additional air time. Also salesman with car, salary $50.00 per week plus 10% commission. Very lucrative market. Worth $7,500 to $10,000 a year for good man. Send references and all information. Send to Box 879G, BROADCASTING.

Announcer-engineer who can DJ a hillbilly show. Rush qualifications and voice disc to Radio Station KCFH, Cuero, Texas.

Help Wanted (Cont'd)

Wanted: Three combination announcer-engineers with first class ticket, one as chief engineer. Write, giving full information in first letter, to Jack Haddock, Manager, Station KBYR, Anchorage, Alaska. (Box 1960.)

Immediate opening all-round staff announcer. Opportunities for advancement as we are building new station in southern Wisconsin. $47.50 to start. Send letter and background to WMAM, Marinette, Wisconsin for personal audition.

Staff announcer, good commercial man, permanent position, future for reliable, experienced person. Send disc, photo, details. WPIC, WPIC-FM, Sharon, Pa.

Announcer, engineer, need two reliable combos with first class tickets, prefer married men. Send full particulars and photo, WRCO, Richland Center, Wisconsin.

All-round announcer with first class ticket. Larry Rollins, WSIR, Winter Haven, Florida.

Combination man wanted. Excellent pay offered for announcer with reasonably good voice and first phone license. Send disc, or telephone Manager, WUSN, Charleston, N. C.

Experienced engineer-announcer wanted for 250 watter in metropolitan market. LBS affiliate. Accent on announcing. Send disc, photo and full information. Car essential. Write Peter Edman, WVEC, Hampton, Virgina.

Sports announcer. Immediately. Send disc, photo, salary requirements. WVOT, Wilson, N. C.

Wanted, capable experienced announcers, sports announcer and newscaster. Bert Arnold, Personnel Manager, Keene Road, Clearwater, Florida.

Technical

Engineer with 1st phone, to operate console and tape recorders. No announcing. State complete background in first letter, including salary. Box 838G, BROADCASTING.

Wanted—Chief engineer for 1000 watt daytimer, eastern seaboard, with previous experience as chief. Work includes full shift on transmitter. Box 903G, BROADCASTING.

First class engineer-announcer with emphasis on announcing. Advise salary expected, forward disc and furnish full information in first letter. Box 909G, BROADCASTING.

Engineer with announcing capabilities. Not necessarily experienced. Needed immediately by CBS affiliate, contact Jim Duncan at KSIL, Silver City, New Mexico.

1st class phone license; **young, looking for experience. $135 per month start. Transmitter and remotes. Contact George Waggoner, Chief Engineer, WHAW, Weston, West Virginia. Phone 1564, or 1555.**

Wanted—First class operator, with or without experience. Highest wages. Wire or phone. WICY, Malone, N. Y.

Opening for engineer-announcer with first phone ticket. Progressive 1000 watt station, excellent working conditions, good salary, exceptional opportunity. **Contact Station WJAT, Swainsboro, Georgia.**

Immediate opening for transmitter engineer with first class license. Some remotes and maintenance. Permanent position. WNEX, Macon, Georgia.

Production-Programming, others

Large Georgia market network station needs versatile experienced continuity writer. Excellent opportunity. Send full details Box 862G, BROADCASTING.

Help Wanted (Cont'd)

Music librarian. Metropolitan midwestern network affiliate with new offices and the best record library facilities, needs experienced librarian who understands per program license operation. Excellent spot for right person. Box 872G, BROADCASTING.

Commercial copywriter. One man department. No announcing, program copy or other work. Send background outline and copy samples. Offer will be based on present earnings. Contact Dave Taylor, WFRL, Freeport, Illinois.

Situations Wanted

Managerial

Manager over 18 years experience net and independent stations. Box 560G, BROADCASTING.

Manager-commercial manager with a proven successful record in radio for the past 15 years. Completely experienced in all phases of radio. Strong sales and good programming main objects. 38 years old, married, 1 child and draft exempt. Finest references. Remember, I am not a product from the war years. I know good radio from away back. Box 794G, BROADCASTING.

Sales manager. Producing salesman with topnotch experience in all phases of radio. Excellent references. Box 824G, BROADCASTING.

Manager, extensive independent and network experience, young, college graduate, now heading 1 kw net affiliate; unexcelled record; background and record will stand closest scrutiny, highest industry references. Heavy on sales and low cost operation. Solid, radio business man. Excellent record of employee and public relations. Seeking challenging market. Box 828G, BROADCASTING.

Management opportunity. Know radio, no bull. Experience continuous four states since '37. Program director 3 stations. Hold license. Age 33, 2 children. Draft status favorable. Minimum $5,000 year. Box 876G, BROADCASTING.

Salesmen

Salesman, experienced large and small markets. Network and independent stations. Present billing high. College education. Draft exempt. Box 843G, BROADCASTING.

Salesman, draft free, mature, experienced in small and large markets, television training, wants position with progressive station. Prefer west, midwest or southwest. Box 849G, BROADCASTING.

Salesman-sales manager. Sure I'm working now, but I'm interested in a future. Have had seventeen years national spot sales experience and can provide top ability references. Am well known to most N. Y. agencies and advertisers. Am in very early forties, married and very happy. If you are interested in a topflight national salesman, contact below number and I'll wire you complete details. Box 877G, BROADCASTING.

Three years selling experience, 5 months in radio. New York City sales manager for one year. Employed as theater manager. Box 885G, BROADCASTING.

Salesman, good clean successful record. Box 906G, BROADCASTING.

Announcers

Basketball, play-by-play. One of nation's best. $150 weekly. Box 755G, BROADCASTING.

Situations Wanted (Cont'd)

Draft exempt vet, have experience small Chicago AM-FM, some T Strong, friendly voice. DJ, news, commercials, know board. Will trave Tape and photo on request. Box 762 BROADCASTING.

Announcer 3½ years. Married, veteran. **Experienced:** sports, news, **Prefer sports. Upper** midwest. Appreciate shot at station over ¼ kw. Ind or net affiliate. Box 799G, BROADCASTING.

Announcer of incomprehensible quality! Two years operating, copywriting. Single. 26. Box 832G, BROADCASTING.

Announcer, experienced news, commercials and some DJ. 28 years old, years college, NBC trained, married. Photo, disc, resume on request. Box 837G, BROADCASTING.

Experienced versatile announcer-continuity writer. Complete details upon request. Box 855G, BROADCASTING.

Announcer: Year's experience in sta work, news, music, features, production. Box 859G, BROADCASTING.

Sportscaster. Four selling years play-by-play football, basketball, hockey, baseball. Can permanently help sports minded station midwest or east. Box 860G, BROADCASTING.

Experienced man would like position as announcer, sports, or news man. Can do all three well. 3 years experience. Draft exempt. Hard worker, no drifter, presently employed. Minimum $55 per week. Box 861G, BROADCASTING.

Announcer, single, 27, veteran. College and law degrees. Two years radio experience. Salary secondary. Will reply with discs, information to all inquiries. Box 865G, BROADCASTING.

Four years experience as staff announcer, salesman and copywriter, promotion manager, program director. Familiar all type shows including sports, news, news gathering. Draft exempt veteran. References, picture, tape on request. Prefer southwest but will go any place. Address replies Box 866G, BROADCASTING.

Sports announcer with ticket. Presently employed sports, special events and program director small indie. Seeking stable station with organized baseball and/or heavy sports programming. West coast only. Solid references. Details etc. in letter. Box 867G, BROADCASTING.

Sports-staff. Excellent record of play-by-play basketball for top regional sponsors. Also wrestling, ice hockey. College graduate. Can't be drafted. Box 868G, BROADCASTING.

Announcer, special events, interview, good disc jockey and announcer, degree in music. Five years experience, excellent references, prefer work in south. Box 874G, BROADCASTING.

Announcer, veteran, single, 28. Excellent background. Radio school and commercial experience. Can handle any type program, operate console. Box 883G, BROADCASTING.

Newlywed, draft exempt vet. Age 31, 6 foot two, 172 lbs., neat, good mixer. College education plus NBC Radio Institute. Can handle farm programs. Box 884G, BROADCASTING.

News, records, live shows. Major network and independent background. Know programming, continuity, producing. Proven air sales record. Desire permanent location outside New York City with aggressive station, growing community. Married, 33, draft exempt. Reasonable income, contract or salary. Box 888G, BROADCASTING.

Announcer, 26, wants experience, draft exempt, college grad, FM, travel. Box 900G, BROADCASTING.

Combination man. First phone. 4 years announcing experience and all phases station operation. Specialties, news, music, writing. Prefer west coast. Minimum $70 weekly. Box 904G, BROADCASTING.

Experienced announcer, news, emcee, commercial copy, drama etc. College graduate. At present free lancing in large midwest city. Desire net affiliate, staff job in metropolitan area. Will go anywhere with right deal. Best references. Available now. Box 908G, BROADCASTING.

Top sportscaster-announcer. Play-by-play all sports. Excellent references. Employed. Available immediatey for top basketball coverage. 2053 Palm Court, Riverside, Calif.

Situations Wanted (Cont'd)

m fed up with 5 and dime radio! After ve years as radio personality, I'm ooking for a permanent AM-TV berth s emcee, deejay and announcer with utstanding, respected station in major nidwestern or eastern market. Specialies, morning clock, "pop" deejay, trong news, telephone quiz, man-ontreet, ad-lib and straight announcing. elegenic MC (no glasses) with plenty f fresh, new ideas. Cartoonist, too. Varm, sincere, friendly approach. Maried, 29 years old, no family, no drink, o drifter, no nothin'. Tapes and picures available, but must meet you personally. Will combine interviews with acation by car. Absolute starting mininum $80. Write, wire Tommy Edwards, 708 A West Walnut Street, Milwaukee, Visconsin. Call DIvision 4-9885.

nnouncers, writers, all board trained nd capable. Pathfinder School of Raio, Kansas City, Mo. Phone Harison 0473.

Technical

ngineer now located in Virginia deires change to progressive station, prefrably one with plans for TV, 18 years xperience covering: design-developnent with large eastern manufacturer. Radio inspector FCC, field engineer with Washington consultant, supervisng construction of new stations with irectional antennas. Best references, amily, available approximately 30 ays. Box 811G, BROADCASTING.

ngineer, experience includes 5 years onsulting engineering, highly skilled n directional antenna design and perormance. Previous experience includes everal years as chief engineer. Top eferences. Draft exempt. Box 813G, BROADCASTING.

ngineer, five years experience operaion and maintenance of transmitter nd studio equipment. Want permanent osition. Excellent references. Married, ne child. Box 871G, BROADCASTING.

Chief engineer looking for permanency. Not afraid of hard work. Engineering nd executive ability backed by top eferences. Box 830G, BROADCASTING.

irst phone, married, vet, low draft tatus, presently on one kw. Desires rogressive organization with opporunity to learn, earn. Prefer northast. Box 840G, BROADCASTING.

Chief engineer, 17 years experience. Seeks change to progressive station. Salary secondary to opportunity. Best eferences. Box 842G, BROADCASTING.

Chief engineer, good announcer, 10 ears in radio. State salary. Box 863G, BROADCASTING.

Chief engineer, experienced all phases roadcasting, construction. Have made wo installations. Permanent position stablished station. Best references. Family, age 28. Box 870G, BROADCASTING.

irst phone, age 22, single, have car. Draft exempt under present laws. Army training in high power equipnent. Enrolled in CREI broadcast ourse. 6 months experience. Free to ravel. Available immediately. Box 80G, BROADCASTING.

ngineer, 2½ years broadcast experince, graduate leading radio school, resently employed. Box 882G, BROADCASTING.

ngineer, first phone, experienced, FM ransmitter and control, have car. Box 05G. BROADCASTING.

olored vet, first class phone license. raduate AM and FM. Television, 4 ears experience as radio and television erviceman. Desire radio station work, vailable immediately. Contact J. Allen, 0 Belmont Avenue, Jersey City, N. J.

eteran, single, first class phone, seeking experience, will travel. Edward Bauer, 34-16 41st St., Astoria, N. Y.

echnician. Ex Navy radio man, radio nd TV school grad., married, hold 1st phone, 2nd telegraph and amateur icense. Experienced television serviceman. Write Rocco Roritame, 28 Southate Court, Bklyn 23, N. Y.

irst phone license, age 24, TV school rad, 2 years NYU, will relocate. Write Daniel Steingold, 2339 East 17th St., Bklyn 29, N. Y.

Situations Wanted (Cont'd)

Production-Programming, others

PR man, experienced copywriter. News analyst. Also announcing. Draft exempt. Box 406G, BROADCASTING.

Eleven years with major networks including present position. News analyst, editor, special features, all related operations, farm program, wide foreign, domestic experience. Want permanent New England post. Young, draft exempt. Box 856G, BROADCASTING.

Program director presently employed with 14 months experience with same station. Know production, continuity; announcing and control board. Desiring change, preferably in south. All offers answered. Single, 25, draft exempt. Veteran. Write 881G, BROADCASTING.

Available soon. Program director-announcer. Now employed N. Y. area. Seek permanent position at larger outlet. Rounded experience all phases. Married.. B.F.A. top references. Box 886G, BROADCASTING.

Girl Friday, available any day, continuity, traffic, hostess, writer-producer of programs for women, children and special events. Details and disc on request. Box 907G, BROADCASTING.

Versatile continuity writer, young lady recent college graduate, fresh, original, human interest copy. Box 910G, BROADCASTING.

Top network news executive responsible for origination and production of some of nation's best-rating news shows, wants leave New York. Sparkplugged two of last year's award winners, plus one that may take this year's honors. Wants to locate with station where management is alert to value of news and program ideas that sell. So certain of ability to create saleable ideas that will accept moderate salary plus share in any increase he can effect in your news sales. Experience includes independent station operations where kept fifty newscasts sold weekly. Best industry-wide references. Box 911G, BROADCASTING.

Read this short story: Five years newspaper-radio news writing and announcing southern California and San Francisco areas. Excellent references. Tired of "glamour." Want good permanent position anywhere. Write Apartment 14, 611 Webster, San Francisco, California.

Television

Production-Programming, others

Writer, imaginative, drama, copy. Top television shows. Theatrical directing background. Box 889G, BROADCASTING.

For Sale

Equipment, etc.

For sale, 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 760G, BROADCASTING.

For sale, reasonable one 75 KVA. 115/230, 3 phase, 4 wire auxiliary power plant fuel gasoline, Natural or Butane gas. Box 857G, BROADCASTING .

Will trade 250 watt Gates FM transmitter for what have you? Particularly interested in Magnacord tape recorder or distortion meter and audio oscillator. Box 912G, BROADCASTING.

Make offer Gates model BF250B FM transmitter tubes and spares. Also H.P. frequency and modulation monitor for FM. Like new. Station KNEX, McPherson, Kansas.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale: RCA 250-G transmitter, excellent condition, tubes and spares; Gates 30-B console, complete, tubes, power supply. $1,200. Bob Taber, WKLF, Clanton, Alabama.

For sale: Any reasonable offer takes 5-30 kw 3 phase input variac controlled power supply; racks, various high power equipment such as chokes, condensers, resistors etc. Entire lot inventories at over $15,000; some test equipment. Miller, 200 Cement Avenue, Sandusky, Ohio.

Wanted to Buy

Stations

Wanted: Local or regional station, promising potential, no brokers, no overpriced property. Box 864G, BROADCASTING.

Equipment, etc.

One insulated self supporting tower approximately 150 feet. Address Manager, WDLP, Panama City, Florida.

Wanted to buy. Two used remote line amplifiers. Five microphones. WOPA, Oak Park, Illinois.

Exporter wants 5000 watt or stronger AM transmitter. Send full details Pan American Broadcasting Company, 17 E. 42 St., NYC.

Used RCA 76 or Western Electric 23 or 25 console. Two turntables. Urgent. Speech-Radio Dept., School of Religion, Butler University, Indianapolis.

For Sale

Stations

Radio Station, FM,

for sale in major California market with primary coverage 2300 square miles, 1,331,000 population. Priced at less than installation cost. Box 873G BROADCASTING.

Equipment, etc.

MARIONETTE SHOW

Sacrifice Offer

Complete Marionette Show for sale. Puppets, sets, electrical equipment, aluminum structure. Practically a give-away. Ideal for television or theatrical use. A complete Marionette Show with eleven puppets: 1 female, 8 males, 1 dog, 1 snake. Two complete sets: a bar and dining room, and a liquor store. Easily adaptable for many uses. Original cost $22,000. Appraised for $6,000. Any reasonable offer accepted. Communicate with Melvin Singer at Plaza 9-1717 for appointment. Or write for full details and complete list of items to Room 474, 640 Fifth Avenue, New York 19, N. Y.

WHKP DEDICATES

Opens New Radio Center

DEDICATION of a new Radio Center Oct. 22 highlighted the fourth anniversary of WHKP Hendersonville, N. C., licensed to Radio Hendersonville Inc., with Bob Amos as president and general manager. Full hour program, with addresses by Mr. Amos and prominent civic officials, was broadcast by the MBS affiliate.

Entire operation of WHKP, including offices and transmitters, now is housed in the modern radio plant. The large studio can accommodate several quartets and instrumental groups.

The *West Carolina Tribune* of Henderson County paid tribute to the station running a special "salutation" issue Oct. 19. Beverly Middleton, formerly with CBS, is executive vice president and business manager of WHKP, which operates on 1450 kc with 250 w.

Zworykin to S. America

DR. VLADIMIR K. ZWORYKIN, vice president and technical consultant of RCA Laboratories Division, left Oct. 28 for a seven-week tour of South America. He will inspect TV development and the potentialities and progress of electronics.

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SRT-Radio
AMERICA'S OLDEST BROADCASTING SCHOOL
Intensive full or part time
COURSES
ANNOUNCING • ACTING
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Outstanding Faculty of
Network Professionals
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RKO Bldg., Radio City, New York 20, N. Y.
228 South Wabash Ave., Chicago 4, Illinois

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EXPERIENCED . . . Manager available

if you need a manager with a proven sales record, my 10 years experience in management will warrant your consideration. I have had two station managerial jobs in ten years, both with the same organization. One with a network-affiliated station; the other building a 50 kw independent in a major market. I can submit industry-wide references including major national agencies and advertisers. Write in complete confidence to

Mel Drake, 612 S. Amherst,
Albuquerque, New Mexico
or call 5-6861

XUM

'TRUTH DRIVE'

Project Inadequate, Benton Says

AMERICA'S psychological "truth campaign" in Korea, including State Dept. Voice of America operations, was characterized by Sen. William Benton (D-Conn.) as "wholly inadequate but much better than it had been" following a conference Oct. 25 with President Truman at the White House.

Sen. Benton, persistent advocate of an expanded overseas Voice campaign and a worldwide radio network, told the President about his new nine-point program calling for construction of two new powerful United Nations stations in South Korea and use of the present 50 kw outlet in North Korea. The plan, he said, has been submitted to Warren R. Austin, chief U. S. delegate to the UN.

The Connecticut Democrat also proposed that 5,000 portable movie projectors be shipped immediately to Korea, with films to be supplied by the Hollywood film industry. The motion picture industry is cooperating with the State Dept. on its Voice of America and other information activities abroad. He got the idea, he added, while campaigning in Connecticut where his films are being shown.

Sets to Korea

Sen. Benton also urged that the U. S. send radio receiving sets to Korea as part of a drive to assure adequate psychological followup to the U. S.-UN military victory there. His new plan is aimed at soliciting the movie industry's aid.

A worldwide radio network capable of laying a signal into every receiver in the world was urged last summer by Sen. Benton during hearings on his resolution to expand the Voice. Brig. Gen. David Sarnoff, RCA board chairman, also favored the plan, urging a $200 million network at strategic points in foreign countries [BROADCASTING, July 10].

UN radio broadcasts to Korea have been increased to two- and three-quarters hours daily, consisting almost entirely of factual news reports and brief interpretative commentary. Sen. Brien McMahon (D-Conn.) earlier had urged that the Voice of America "fully exploit" UN victories in Korea.

Meanwhile, the Voice has reported other developments in its operations. The State Dept. said that it is making "reasonably heavy use" of top-rated American entertainers to help attract listeners behind the Iron Curtain and as part of the "truth campaign."

The department said it has been deluged with offers of radio and movie stars eager to contribute their services to the program. Bing Crosby has transcribed a series of 13 radio shows for Latin America, on which he speaks in Spanish. Officials of International Broadcasting Division, which operates the Voice, term the reaction "phenomenal." Other series include bits by Dinah Shore, Jack Smith, Jo Stafford and numerous others.

At the same time, the Voice has begun a series of "behind-the-scenes" sketches dealing with the every-day life of the Russian "common man," government officials, etc. The information reportedly is furnished by U. S. embassy and USIS (Information Service) for use in commentary form.

Engineers' Meet

FIRST ENGINEERING conference for western Canadian stations is to be held at the Palliser Hotel, Calgary, Nov. 30-Dec. 2, under chairmanship of W. F. Souch, Canadian Marconi Co., Winnipeg. Sponsorship of such conferences was voted by the Western Assn. of Broadcasters at its recent annual convention at Calgary [BROADCASTING, Oct. 9]. In addition to the discussions of mutual engineering problems, there is to be a display by manufacturers of new equipment available to Canadian stations. Agenda has not been lined up as yet.

Carolina Money-maker

$87,500.00

One of the best independent operations in the east. Well established, well operated—this facility has consistently done a gross in excess of the sales price and shows a return of more than 25% on this price.

Plant and equipment are excellent. Beautiful building and valuable land included. Total assets worth at least $75,000.00. Financing arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
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Sterling 4341-2

CHICAGO
Harold R. Murphy
360 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

COMPLETING the sale of KFWB Los Angeles by Warner Bros. Pictures Inc., Burbank, to KFWB Broadcasters Corp. [BROADCASTING, Oct. 2] are (l to r): E. L. DePatie, studio manager, Warner Bros. Pictures; Harry Maizlish, KFWB general manager; Harry M. Warner, Warner Bros. president, and Herbert Freston, Freston & Files, Los Angeles law firm, legal counsel for Warner Bros. Mr. Maizlish, head of the new company, owns 51% of the stock with the other 49% owned by the Lansing Foundation, a non-profit organization.

EMERGENCY FM

New York CD Studies Plan

AN EMERGENCY loudspeaker-FM radio system for New York City, to supplement a radio-siren network already set up, is being considered by city defense authorities. The proposed system would enable authorities to communicate specific instructions to crowds on the streets, as well as a general alarm.

Locked to the frequency of one of the city's FM stations would be a supersonically-controlled FM receiver, which would operate each loudspeaker. Sixteen giant amplifiers, or "bullhorns," such as are used on wartime beachheads and carriers, would constitute the basis of the system, with satellite speakers of lower power located around each of them.

Stanley Joseloff, head of Storecast Corporation of America, has offered to carry out a plan for attaching speakers to the outside of each of his subscriber stores, thus providing a portion of the satellite system without cost to the city.

The cost factor is understood to be an immediate difficulty. Western Electric, which made the giant amplifiers for the government during the war, would need to retool in order to make them on order. So far, city officials have been unable to locate any wartime units for sale. Other difficulties stem from the fact that wartime studies of sound propagation have been rendered useless by the erection of new buildings and the destruction of some old ones.

DOUBLE awards given WWCO Waterbury, Conn., by American Legion Auxiliary for "station's contribution to education, entertainment and inspiration of the community," and "cooperation extended to auxiliary."

DISPERSAL PLAN

Truman To Resubmit Project

PRECAUTIONARY measures to disperse certain key government agencies and departments are both logical and necessary and will be re-submitted to Congress, President Truman has indicated at a news conference.

The Senate Appropriations Committee, by refusing previously to allot $139,800,000 for the project [BROADCASTING, Sept. 18], had killed the proposal during the pressure of pre-recess business. The Chief Executive said Oct. 26 that he would continue to work on the plan, which at present does not contemplate removal of the FCC from the Washington area. Authorities felt, however, that he would not send the measure up again until the 82nd Congress convenes early next year to insure full deliberation on the issue.

'COMPOSITE WEEK'

FCC Issues Dates for '50

DATES forming the 1950 "composite week," to be used in preparing renewal applications of all stations whose licenses expire in 1951, were announced by FCC last week. The dates:

Monday, Dec. 5, 1949; Tuesday, Jan. 24, 1950; Wednesday, March 8; Thursday, May 18; Friday, July 21; Saturday, Sept. 23; Sunday, Oct. 15.

These are the dates on which to base the program log analyses required in renewal applications—AM, FM, TV—to be filed during 1951.

WNAX Yankton, S. D., Agricultural Scholarships to U. of Nebraska given Loyd Fischer and Joan Meyer.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO NOVEMBER 2

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,218	2,173	175		178	142
FM Stations	672	509	204	1*	7	6
TV Stations	107	52	57		363	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

Belvedere Bcstg. Corp., Baltimore—Announced final decision granting new AM station 1400 kc, 250 w fulltime; conditions. Comrs. Coy, Hyde and Hennock not participating. FCC reversed Hearing Examiner Jack Blume's initial decision to deny bid [BROADCASTING, April 17]. Commission ruled grant in public interest although proposal falls short of meeting FCC engineering standards in serving only 39.5% of population in metropolitan Baltimore at night. Applicant operates WMCP (FM) there. Final decision Oct. 31.

Brazoria County Bcstg. Co., Freeport, Tex.—Announced final decision to deny bid for new AM station on 1460 kc with 250 w daytime on grounds applicant apparently does not wish to further prosecute application. Comrs. Hyde, Jones and Hennock not participating. Final decision Nov. 1.

INITIAL DECISION

WLCS Baton Rouge and KJAN Bcstg. Co., Baton Rouge, La.—Announced initial decision to grant bid of WLCS to change from 250 w fulltime on 1400 kc to 1 kw fulltime on 910 kc and to deny bid of KJAN Bcstg. Co. for new station, 910 kc, 5 kw fulltime. Hearing Examiner Elizabeth C. Smith disqualified KJAN Bcstg. Co. on technical grounds, contending its engineering proposal is not in accord with its application or FCC's standards. Initial decision Nov. 2.

OPINIONS AND ORDERS

Moyer Bcstg. Co. and Christian County Bcstg. Co., Taylorville, Ill. — By memorandum opinion and order granted petition of Moyer insofar as it requests that application of Christian County be set for hearing; petition denied in other respects. FCC ordered Moyer application for new station on 1410 kc with 1 kw daytime be placed in pending file and designated for hearing application of Christian County for replacement of expired permit for new station on same facilities. FCC indicated Christian County permit, extended six times, expired July 19. No lack of diligence cited by FCC since L. W. Andrews, vice president of applicant, had been ill and unable to supervise construction. Hearing designated with particular reference to qualifications of Mr. Andrews to be officer and stockholder in light of matters in issue in proceedings of revocation of permit of KFMA Davenport, Iowa, owned by Mr. Andrews. Order Oct. 24.

WSAT Salisbury, N. C. — By order granted petition to reconsider and grant without hearing bid to change operation from daytime to fulltime, directional night, operating on 1280 kc with 1 kw. Order Oct. 24.

WRIO Rio Piedras, P. R.—By order granted petition for reconsideration and grant of bid to change from 1 kw day, 500 w night on 1140 kc fulltime to 1 kw fulltime on 1320 kc. Order Oct. 24.

KUNO Corpus Christi and Winter Garden Bcstg. Co., Crystal City, Tex.—By order (1) denied petitions requesting reconsideration and grant without hearing of respective applications; (2) on own motion FCC amended April 13 hearing order designating KUNO bid for hearing and made KNAL Victoria, Tex., party; (3) ordered hearing Nov. 16 at Washington. Order Oct. 24.

Chesapeake Bcstg. Co., Bradbury Heights, Md.—By order denied petition for reconsideration and grant without hearing of application for new station (Comr. Sterling for grant). Hearing set Nov. 29 at Washington. Order Oct. 24.

Lakewood Bcstg. Co., Dallas, Tex.—By memorandum opinion and order denied petition for deletion of Issues 1 and 3 from FCC order of Aug. 11 designating application for hearing, with bid of KRMD Shreveport, La., or for authority to take depositions. FCC said it did not agree with petitioner that all necessary engineering evidence and other data was in application. Order Oct. 24.

WRFD Worthington, Ohio, and WLS Chicago—By order dismissed petition of WLS requesting that FCC set aside and set for hearing, making WLS party, grant of WRFD bid for permit to replace expired CP which authorized installation of FM antenna atop WRFD vertical AM radiator. Order Oct. 24.

Non-Docket Actions . . .

AM GRANTS

Warsaw, Ind.—Reub Williams & Sons, granted new AM station, 1480 kc, 500 w fulltime, directional. Granted Oct. 31.

Pleasanton, Tex. — Altascosa Bcstg. Co., granted new AM station, 1380 kc, 1 kw day. Principals: Marguerite N. Drain, director Drain Chiropractic Clinic; Ben L. Parker, dean of Texas Chiropractic College, San Antonio. Granted Oct. 31.

TRANSFER GRANTS

KODY North Platte, Neb.—Granted assignment of license from Radio Station WOW Inc., licensee WOW Omaha, to Radio Station KODY for $100,000. Radio Station KODY is partnership of: John Alexander, KODY manager since 1943, 16.6%; George B. Dent Jr., attorney, 41.7%, and Townsend E. Dent, physician, 41.7%. KODY assigned 250 w on 1240 kc. Granted Oct. 31.

KOMA-AM-FM Oklahoma City — Granted acquisition of control by John Toole Griffin through transfer of two shares from Bryan Cole. Granted Oct. 31.

KXO El Centro, Calif.—Granted acquisition of control by Paul A. Jenkins individually. Mr. Jenkins has held control jointly with his wife heretofore. Granted Oct. 31.

KDET Center, Tex.—Granted transfer of control through sale by Tom Potter of his 50% interest to Tom E. Foster, president and 49% owner; Tolbert Edward Foster, business manager and production director; Robert Jackson Bell, commercial manager, and Tom A. McLachlan, chief engineer. Tom Foster buys 10% from Mr. Potter for $1,800 and 1% holding of W. H. Smith for $200, becoming 60% owner. Tolbert Foster buys 25% from Mr. Potter for $9,750; Mr. Bell 10% for $3,828; Mr. McLachlan 5% for $1,914. KDET assigned 1 kw daytime on 930 kc. Granted Oct. 31.

KEYL (TV) San Antonio — Granted assignment of license from San Antonio Television Co., partnership, to new corporation of same name and ownership. Granted Oct. 27.

KOTV (TV) Tulsa, Okla. — Granted assignment of license from George E. Cameron Jr. to Cameron Television Inc. Granted Oct. 25.

WKDN Camden, N. J.—Granted relinquishment of control by Ranulf Compton to William Ranulf Compton, Douglas M. Compton, Alice True Griffen and Gordon Griffen. WKDN assigned 1 kw day on 800 kc. Granted Oct. 25.

WLIV (FM) Providence, R. I.—Granted assignment of license from Colonial Bcstg. Co. to Narragansett Bay Bcstg. Co., licensee WDEM there. Granted Oct. 23.

WLOW Norfolk, Va.—Granted relinquishment of control by E. L. Scott through sale of stock to Robert Wasdon and Jack Siegel. WLOW assigned 1 kw day on 1410 kc. Granted Oct. 20.

WHTN-AM-FM Huntington, W. Va.—Granted transfer of control from State Operating Co. and Orpheum Operating Co. to Biggs-Long Realty Corp. WHTN assigned 1 kw day on 800 kc. Granted Oct. 20.

KNUJ New Ulm, Minn.—Granted assignment of license from Brown County Journal Inc. to KNUJ Inc. KNUJ assigned 1 kw day on 860 kc. Granted Oct. 20.

KSEK Pittsburg, Kan.—Granted assignment of license from The Pittsburg Pub. Co. to The KSEK Bcstg. Co. Inc. KSEK assigned 1340 kc, 250 w. Granted Oct. 18.

OPERATIONS SUSPENDED

KPHC Walsenburg, Col. — Granted additional time to remain silent to Dec. 1. Action Oct. 24.

KIND Independence, Kan.—Granted authority to remain silent for 30 days to effect financial reorganization. Action Oct. 24.

KSTV Stephenville, Tex. — Granted extension of authority to remain silent for 45 days from Sept. 20. Action Oct. 24.

KHIT Lampasas, Tex.—Granted authority to remain silent for 60 days from Oct. 23, pending financial reorganization. Action Oct. 30.

WOPT-AM-FM Oswego, N. Y.—Denied request for authority to remain silent for 60 days. Action Oct. 24.

Deletions . . .

ONE FM and one AM authorizations reported deleted by FCC. Total to date since Jan. 1: AM 33; FM 100; TV 3. Deletions and reasons follow:

KZIP Alamo Heights, Tex.—Metropolitan Bcstg. Co., CP, Oct. 31. Forfeited.

WEEL (FM) Erie, Pa.—Unity Corp., CP, Oct. 30. Forfeited.

New Applications . . .

AM APPLICATIONS

Monroeville, Ala.—Monroe Bcstg. Co., 1230 kc, 250 w fulltime; estimated cost $17,275. Applicant is co-partnership of William M. Stewart and James H. Faulkner, each 50% owner Monroe Journal. Filed Oct. 30.

Washington Court House, Ohio—The Court House Bcstg. Co., 1250 kc, 250 w daytime; estimated cost $20,450. Principals: L. More Weimer, City of Dayton supervisor of communications, president 36%; John W. Herb, City of Dayton radio engineer, secretary-treasurer, 25.5%; Claire Belle Kantrowe, 50% owner Kantrowe Sales, Dayton electrical appliance distributor, vice president 7.5%; William L. Foss, consulting engineer and 6% owner KCUL Fort Worth, Tex., 10.2%; John A. Moffet, consulting engineer, 10.2%. Filed Oct. 30.

Alton, Mo. — Robert Neathery, 1290 kc, 1 kw daytime; estimated cost $17,600. Applicant is 100% owner KWPM West Plains, Mo. Filed Nov. 1.

Wellston, Ohio—Stephen H. Kovalan, 1570 kc, 250 w daytime; estimated cost $10,200. Applicant is in coin operated phonograph business. His brother, Andrew H. Kovalan, is 50% owner WATH Athens, Ohio. Filed Oct. 27.

TV APPLICATIONS

Peoria, Ill.—Peoria Bcstg. Co., Ch. 6 (82-88 mc), ERP 17.22 kw vis., 8.61 kw aur., antenna 560 ft. above average terrain. Applicant is licensee WMBD there, formerly held permit for WMBD-TV on Ch. 6. Filed Nov. 1.

Beckley, W. Va.—Joe L. Smith Jr. Inc. Ch. 4 (66-72 mc), ERP 25.85 kw vis., 13.75 kw aur., antenna 1047 ft.

(Continued on page 88)

FCC Actions

(Continued from page 83)

November 2 Applications . . .

ACCEPTED FOR FILING

License for CP

KCON Conway, Ark. — License to cover CP new AM station.

KTIS-FM Minneapolis — License to cover CP changes FM station.

KFI-TV Los Angeles — License to cover CP new commercial TV station.

WGN-TV Chicago—Same.

License Renewal

License renewal applications filed by following: KCHE El Reno, Okla.; WBBL Richmond, Va.

Modification of CP

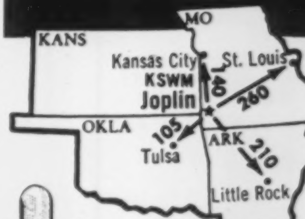
KCHC El Paso, Tex.—Mod. CP new AM station for extension of completion date.

Transfer of Control

WCLD Cleveland, Miss.—Transfer of control from Cy W. Bahakel to C. W. Capps, Melvin C. Lee and Lowry Tims through sale 102 sh. or 51% AMENDED to show sale for 25½ sh. or 51%.

FOR MORE AUDIENCE
AT LESS COST
WITH HIGHER POWER
AND GREATER RESULTS
→ See Centerspread This Issue ←
ON THE AIR EVERYWHERE 24 HOURS A DAY
L.B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

KSWM
JOPLIN, MO.
REACHES 446,600*
PERSONS WHO SPEND...
$285,550,000 ANNUALLY
IN TOTAL RETAIL SALES!



* The small map above shows airline miles to nearest metropolitan centers, assurin- unduplicated CBS service to the KSWM audience.
Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.
KSWM
CBS in
JOPLIN, MO.
Nationally Represented by
William G. Rambeau Co.
Austin A. Harrison, Pres.

XUM

Color Suit

(Continued from page 52)

participation violated the Administrative Procedure Act, which delineates the type of agency proceedings in which the separation-of-functions principle shall apply.

Because of the short period of time between the date of the hearing and the Nov. 20 date which FCC set for effectiveness of the CBS commercial color standards, the court is expected to act on the suit as quickly as legal machinery will permit.

An interlocutory injunction would stay the Nov. 20 effective date pending trial of RCA's suit on its merits, but FCC is hoping for a summary judgment which would terminate the entire proceeding in its favor.

In either event, appeal may be taken direct to the Supreme Court.

The CBS intervention petition, filed by Attorneys George Siegel and Leroy Klein of the Chicago law firm of Arvey, Hodes & Mantynband, was accompanied by an affidavit by CBS Vice President Adrian Murphy asserting CBS has spent $4 million developing its color system, is ready to license its patents to "responsible" manufacturers, and anticipates "substantial revenue of many millions."

Block Movement

Meanwhile, O. H. Caldwell, a former member of the Federal Radio Commission and now editorial director of *Tele-Tech* and *Radio & Television Retailing*, announced the opening of a movement to block FCC's approval of "spinning wheel" color through intervention of Congress.

Mr. Caldwell described the FCC decision as "an outrage and an absurdity" and called upon Congressmen and Senators to bring their influence to bear to delay effectiveness of the Commission's ruling.

In an "Open Letter to the Members of Congress" he said, in part:

Despite the fact that good color television systems are already well developed and will soon be available—systems which will deliver a good black-and-white picture to each of the nine million television sets now in use by the public—the FCC has ruled these improved systems "out," and instead has ordered into operation an archaic system which—

Will not produce any picture whatever on the nine million sets now in use (and the many millions to be built) without an expenditure by each owner of $30 to $130 for an adapter." . . . Then, to receive color pictures, each owner (after he has made above outlay for the adapter) will have to spend another $75 to $125 for a color-wheel "converter"! But these color-wheel converters will work only on the small picture sizes, up to 10 to 12 inches, now obsolete. . . .

Elsewhere, Owner Lou Poller of WPWA Chester, Pa., wrote CBS Board Chairman William S. Paley offering "free time to you or your representative to discuss this subject [color TV] on WPWA with any representative of equal stature representing the contrary view. In lieu thereof," he continued, "may we have your opinion to present publicly?"

Avoids Editorializing

Mr. Poller said WPWA did not want to editorialize on the subject and had presented neither side of the controversy because "we have not received any releases from Columbia." He said the station felt it was its duty "to present the facts to the public," and that what it wanted was "a clarification from Columbia which would enable us to present both sides of an important issue."

President Robert C. Tait of Stromberg-Carlson Co. forecast slow development of CBS color, but said his company "is proceeding rapidly in the development of a color converter because we feel that if and when color telecasting becomes a factor in your community, can be received at convenient hours, and is interesting to you, you will then want the programs in color rather than in black-and-white by means of an adapter.

"We repeat, however, that this appears still a long way off," Mr. Tait declared, assuring prospective purchasers that they can buy black-and-white sets now "in confidence, and enjoy the pleasures that television will bring to your household."

In Seattle, President Henry B. Owen of KING-TV issued a statement anticipating "considerable delay in the coming of color television" but giving assurance that "when color does come, those who own black-and-white sets can adapt their present sets so that they can receive pictures in color or those same pictures in black-and-white."

Mr. Owen said "we will broadcast in color when it becomes feasible and the reception justifies, and not before." He said he agreed with CBS President Frank Stanton that "present television sets will remain useful to their owners for the normal life of the set."

THE GEORGIA PURCHASE

the Georgia Trio

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

WAGA ATLANTA 5,000w • 590kc

WMAZ MACON 10,000w • 940kc

WTOC SAVANNAH 5,000w • 1,290kc

(ALL CBS AFFILIATES)

Represented individually and as a group by THE KATZ AGENCY, INC.

AMERICAN Hospital Assn. releases series of 13 transcribed radio shows, *At Your Service*, to member hospitals for broadcast on local stations. Transcriptions are approximately 14 minutes long. Discs can be rented or purchased by local hospitals, and can be leased by stations. Series is dramatized, and concerns general information about hospitals, their services and problems.

FCC Roundup

(Continued from page 87)

Applications Cont.:

above average terrain; estimated cost $235,500,: first year operating cost $124,700, first year revenue $80,000. Applicant is licensee WJLS-AM-FM there, also has TV bid pending at Charleston. Firm controls WKWK Wheeling. Filed Oct. 27.

Erie, Pa.—Erie Television Corp., Ch. 3 (60-66 mc), ERP 1.77 kw vis., 886 w aur., antenna 202 ft. above average terrain; estimated cost $145,000, first year operating cost $175,000, revenue $175,000. Applicant is owned 50% by Community Service Bcstg. Co., licensee WIKK there, and 25% each by John J. Mead Jr., president, and George J. Mead, vice president. Mead brothers are co-publishers and each one-third owner of Times Pub. Co. there. Other officers in applicant: Keith Kiggins, president; and 50% owner WIKK, vice president; Donaid W. Reynolds, secretary-treasurer 50% WIKK, treasurer; John W. English, attorney, secretary; T. M. Nelson, vice president WIKK, general manager. Mr. Reynolds also has multiple southwest broadcast interests. Filed Oct. 27.

TRANSFER APPLICATIONS

WESB Bradford, Pa.—Assignment of license from Bradford Publications Inc. for $30,600 to Radio Station WESB, partnership of: Thomas R. Bromeley, announcer at WRFD Worthington, Ohio, and one-third owner Bradford Printing Co., 33⅓% owner; Mary Ann Satterwhite, one-third owner Emery Travel Service, 16⅔%; Charlotte E. Anderson, one-third owner Bradford Printing Co. and one-third owner News Leader Pub. Co., Carbondale, Pa., 16⅔%; Joyce L. Edwards, Emery office manager, 16⅔%. Filed Oct. 27.

WJOB (AM) and WJIZ (FM) Hammond, Ind.—Relinquishment of control by Robert C. Adair, 51.4% owner, through transfer of 10.3% interest to Adair Charities Inc. Mr. Adair directly gives 500 sh. to Adair Charities. Another 500 sh. he transfers to his father, Fred L. Adair, in consideration of latter's discharging seven notes each for $980 owned him by Robert. Fred Adair in turn gives 500 sh. to Adair Charities. WJOB assigned 250 w on 1230 kc. Filed Nov. 1.

WTSB Lumberton, N. C.—Acquisition of control by Jack Pait, now owner of 211 of total 466 sh. outstanding, through purchase of 105 sh. for $5,250 from Dr. E. L. Bowman. Mr. Pait becomes 68% owner. WTSB assigned 250 w on 1340 kc. Filed Nov. 1.

WCDL Carbondale, Pa.—Assignment of license from Roy T. Merkel, Robert G. Adams Jr. and William H. Ware d/b as Carbondale Bcstg. Co. to new corporation of same name. No ownership change. WCDL assigned 250 w, 1230 kc. Filed Nov. 1.

NPA

(Continued from page 34)

and construction unless such action is dictated by immediate defense needs. The prohibition went into effect Oct. 28.

Meanwhile, NPA officials reportedly were preparing other orders covering three basic metals cited as scarce materials and used to varying degrees in electronics and communications equipment production.

Regulations providing for limitations by manufacturers on use of copper, nickel and cobalt are in the planning stage and may be issued this week. Rules for handling defense orders for aluminum under NPA's priorities system were handed down Oct. 27.

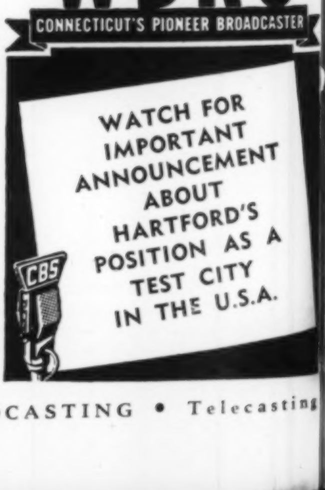
Order provides for an advance notice period scheduling of defense orders by stating that no aluminum producers and fabricators are required to accept such orders received less than 60 days before the first day of the month in which shipment is requested.

NPA Proposals

NPA proposed regulations for the four metals portend limitations ranging up to 20% or 30% on their consumption, and thus cutbacks in the nation's civilian supply of radio-TV sets and phonograph appliances. Probable effect date of Dec. 1 was set by the production authority.

Manufacturers last week were still mulling the import of the NPA proposal following their Oct. 26 meeting with government officials. Many of them feel that the metal limitation, together with the color TV decision, restrictions on consumer installment buying and the newly-effective TV set excise taxes will pose a serious threat to their economy [BROADCASTING, Oct. 30].

Dr. W. R. G. Baker, vice president of General Electric Co., Electronics Dept., last Monday added his voice to the chorus. He told BROADCASTING that the NPA order "certainly would have the effect of hastening the production cutback on an industry-wide basis," but added "it is too early to tell just



WDRC

CONNECTICUT'S PIONEER BROADCASTER

WATCH FOR IMPORTANT ANNOUNCEMENT ABOUT HARTFORD'S POSITION AS A TEST CITY IN THE U.S.A.

when and how hard our production will be hit."

Dr. Baker felt sufficient details were not yet available to make any studied predictions concerning the effect on the radio-TV industry. He cited his own previous estimates of 20% cutbacks in television output by mid-1951 due to shortages of critical materials occasioned by expected military orders.

The TV excise tax, payable at the manufacturers' level, went into effect at midnight last Tuesday. The levy, applicable only to those sets actually doled out to distributors as of Nov. 1, would be based on the manufacturers' profit, not on retail set prices. The tax amounts to about 6% of the retail price.

Some manufacturers announced higher list prices to compensate for the tax, ranging from $10 to $30. Others planned to list the excise tax separately, along with charge for tube warranty.

Inventory Sales

Some dealers with substantial inventories were prepared to realize a flood of business orders for merchandise not covered by the tax. It had been decided during Congressional hearings that excises on TV receivers already sold would only serve to complicate the problem.

Meanwhile, Alan Valentine, newly-appointed head of the Economic Stabilization Agency, told the Women's National Press Club that his organization can't help whip inflation unless the American people tighten their belts a notch or two.

"Each of us may have to choose between peace and stability on the one hand, or a new car, a new television set or a new home on the other," he said. Refusal to make personal sacrifices, he added, would lead to price-wage-rationing controls.

Electioncasts

(Continued from page 31)

programs into 30-minute show and send out to stations. WPTR will air special program tonight (Monday), at 7:30 p.m. Station also plans extensive coverage, including special broadcasts from New York City. Leo O'Brien, INS Albany bureau chief, will be featured in special commentaries starting at 7 p.m. Staff of 23 men assigned to election coverage. Full coverage to get underway at 9:35 p.m. cancelling other programs.

WGAY-FM Silver Spring, Md. —Will remain on the air past midnight with Maryland election returns. General Manager Joseph Brechner, Reporter Ernie Tannen, Chuck Dulane and others will cover. Interviews with candidates will be featured on special program beginning at 8 p.m.

WOR-AM-TV New York—WOR will start at 7 p.m. and continue until results are known. Spot reports from campaign headquarters will be presented. Will devote entire evening schedule to election results. WOR-TV will present special program at 8 p.m. giving trends. Station then will concentrate on bulletins.

WQXR Coverage

WQXR New York—Station has cancelled all regularly-scheduled programs for evening and will start election reports at 7 p.m. WQXR will be originating outlet for Rural Radio FM Network.

WOR-FM New York will turn its facilities over to WNYC New York on election night to enable the municipal station to continue its election coverage after its 10 p.m. sign-off time, Theodore C. Streibert, president of WOR, announced last week.

The municipal station's application to operate past 10 p.m. on election night was refused last week by FCC.

NEW 130-page catalog of radio-TV-electronic components offered by Sun Radio & Electronics Co., 122 Duane St., N. Y.

'JOURNAL' REPLY

Freedom Threat Seen

THE *LORAIN* (Ohio) *Journal*, found guilty of anti-trust law practices against WEOL Elyria-Lorain, told the court last week that the far-reaching decree proposed by the Justice Dept. [BROADCASTING, Oct. 2] is "repugnant" to Constitutional guarantees of a free press.

The newspaper asked that a judgment be adopted which would merely forbid it to refuse to carry the advertising of local advertisers solely on the ground that they also advertise on WEOL, with not even this requirement applying to advertising offered by *Journal* competitors, including WEOL.

The *Journal* answered the Justice Dept.'s proposal and submitted its counter-proposal in U. S. District Court in Cleveland, where Judge Emerich B. Freed found the newspaper guilty of anti-trust practices [BROADCASTING, Sept. 4].

The Justice Dept.'s proposed decree would, among other things, forbid the *Journal* and its owners, Samuel A. and Isadore Horvitz, who also own the *Mansfield* (Ohio) *Journal*, to acquire any radio station or newspaper which competes with either the Lorain or Mansfield paper; would require the Lorain paper to accept advertising offered by WEOL, including its paid program logs; would put the burden of proof upon the defendants if further legal proceedings arise involving certain terms of the proposed decree; and would forbid discriminatory discounts for designated volumes of advertising.

Judge Freed may accept either the Justice Dept.'s proposal or the counter-plan submitted by the newspaper through Parker Fulton, its Cleveland attorney. Or he may write his own decree.

The newspaper's brief contended anti-trust laws cannot go so far as to require it, as the Justice Dept. proposed, to carry advertisements offered by "any radio broadcasting facility which is in competition with the *Journal* or with any other newspaper owned or controlled by the defendants or any of them."

The brief said:

> **In effect, this provision would require the *Lorain Journal* not only to refrain from activity which discriminates against a competing radio station, but would require it to aid and abet its competitor. Certainly one company cannot be required to advertise the goods and services of its competitor. This would be substantially the same as requiring one department store to post the ads of its competitor selling the same goods or services.**
>
> **There was no pre-existing legal duty to run advertisements for the radio station. The imposition of such a requirement constitutes not only a prior restraint in violation of the First Amendment [of the Constitution] but also a penalty not warranted by the Sherman Act. . .**

Deprives News Rights

The brief also claimed the Justice Dept.'s proposed restrictions "in large measure deprive a newspaper of a right to publish only what it chooses to publish."

It said Judge Freed's opinion "adheres to the view that the *Lorain Journal* may be enjoined from making what this Court has found to be unlawful and discriminatory refusals to accept advertising pursuant to an attempt to monopolize interstate commerce, but this does not warrant an injunction which is so broad in scope that an infringement of a Constitutional right will result."

To forbid the *Journal* and the individual defendants to acquire a competitive radio station or newspaper, the brief continued, "goes far beyond the issues" and "deprives defendants of their natural and inherent rights."

The brief claimed the decree should be directed solely at the practices which have been found unlawful, and that "there is no substantial evidence that an attempt to monopolize involved or contemplated monopolization through acquisition of competing newspapers or broadcasting facilities."

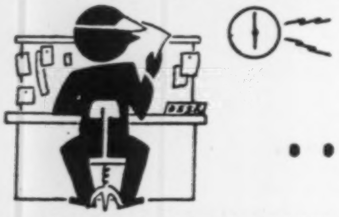
For similar reasons the newspaper attacked Justice Dept. proposals to forbid price discriminations; to forbid rejection of advertising copy on the sole ground that the advertiser uses "any advertising medium" other than the Mansfield and Lorain papers; to require publication of the terms of the degree once a week for 25 weeks; and to maintain records bearing on the anti-trust question for five years.

State Guard Radio

NEW state guard radio service was established by FCC last week through amendment of Part 10 of its rules governing public safety radio services. State guards and similar organizations are authorized to use 2726 kc for base and mobile stations. On an alternate shared basis use of a second frequency in the band 2505-3500 kc may be obtained under certain conditions. New service ties in with FCC's proposed new disaster communication service [BROADCASTING, Sept. 18, Oct. 9].

• NAME MERCHANDISE
• $3 to $100 RETAIL VALUE
• Wide Choice from Catalog
• Prompt Delivery from Stock
SELECTIVE
PRIZES
FOR YOUR SHOWS
Richard S. Robbins
551 5th Ave., N. Y. 17 · MU 7-0384

FRIENDS
"To make a friend, you must be one." Twenty years of service to farmers in Kansas and adjoining states have made us their friend.
WIBW The Voice of Kansas in TOPEKA



...at deadline

OCTOBER TV SET OUTPUT AT RECORD RATE

MANUFACTURERS turned out TV receivers at new record rate in October, Radio-Television Mfrs. Assn. said in report to be released today showing 813,851 TV and 1,413,563 radio sets built, bringing 10-month total to 5,777,610 television sets and 11,481,823 home, auto and portable radio receivers.

Television output was slightly below September's five-week total of 817,157, but October weekly average was 203,462 as compared to September average of 163,431 sets per week. Estimates cover production of both members and non-members of RTMA.

RTMA also reported September TV tube sales to set manufacturers totaled 764,913 units valued at $20,423,353, compared with 767,051 valued at $20,335,873 in August. All types of cathode ray tubes sold to manufacturers amounted to 770,346 units, valued at $20,541,471.

Report said TV picture tubes 16 inches and larger constituted 87% of those sold to set makers during September.

INTERCONNECTION PLAN

EVIDENCE does not warrant finding that establishment of physical connections or through routes between proposed intercity video relays of Western Union and those of Bell System is "necessary or desirable," FCC was told Friday in proposed findings submitted by Commission's Common Carrier Bureau chief, Jack Werner, and E. Stratford Smith, Bureau counsel. Proposed findings by AT&T in lengthy proceeding [TELECASTING, July 3] similarly held interconnection not in public interest while brief of Western Union held interconnection is necessary to assure fullest development of TV in U. S.

WTUX FILES PETITION

PETITION for reconsideration of FCC's action denying license renewal to WTUX Wilmington, Del., filed with Commission Friday charging FCC was "erroneous and not supported by the evidence" when it held WTUX horse race programs were "intended and designed" to aid illegal bookmakers [BROADCASTING, Oct. 16].

RICHARDS' CASE CONTINUED

FURTHER FCC probe of G. A. (Dick) Richards' news policies, set Nov. 9 at Detroit, continued by Commission Friday to Nov. 21. Mr. Richards' KMPC Hollywood, WJR Detroit and WGAR Cleveland are involved.

KPIX-KSFO STRIKE SETTLED

OPERATIONS reported normal Friday at KPIX (TV)-KSFO San Francisco following settlement Thursday night of IBEW technician's strike which put both stations off air Wednesday. Technicians won $12 weekly wage increase from Associated Broadcasters, stations' licensee. Management personnel put KSFO on air Wednesday morning but KPIX remained off until engineers returned. Voice of America broadcasts handled by Associated Broadcasters kept on air by management personnel.

TV FILM PRODUCTION PLANNED BY ABC

ABC PLAN to set up separate television film production operation at its Hollywood Television Center, independent of its other TV operations, was reported Friday. Reports coincided with Hollywood visit of ABC President Robert Kintner.

Though officials declined comment, plan was said to include establishment of two or three TV film production units initially, under general supervision of Frank Samuels, vice president in charge of ABC Western Division. Eventually there will be five units, headed by motion picture producers or directors. It was predicted that within six months many of network's biggest shows would come on films from Hollywood. Discussions with AFM in progress looking to special arrangements to cover use of music.

DIXIE ENGINEERING NAMED IN $100,000 SUIT

DAMAGE SUIT for $100,000 against Robert L. Easley trading as Dixie Engineering Co., 945 Pennsylvania Ave., N. W., Washington, was filed Friday in U. S. District Court for D. C. by WHAR Clarksburg, W. Va., through Stephen Tuhy Jr., attorney. Suit alleges defendant failed to prepare and carry out application for switch of WHAR to regional assignment according to terms of June 1949 agreement.

Mr. Easley told BROADCASTING he was surprised to be named personally in suit, explaining agreement was between WHAR and Dixie Engineering, not a Washington firm but a South Carolina corporation at Columbia whose employment he left over a year ago. Mr. Easley stated he has no knowledge of present state of relations between WHAR and Dixie Engineering.

RTMA GROUP TO MEET

PUBLIC RELATIONS program on color TV controversy, effects of military procurement program on electronics industry and civilian production, and proposed code of TV advertising and selling ethics are due for consideration at Nov. 14-16 meeting of Radio-Television Mfrs. Assn.'s officers, directors and committees in New York, RTMA announced Friday. Other problems to be discussed "and possibly acted upon," RTMA said, are FCC's current UHF television proceedings; proposed excess profits tax, and application of Walsh-Healey minimum wage law to radio-TV industry.

NBC NAMES SMITH V.P.

CARLETON D. SMITH, NBC director of television operations, elected vice president in charge of station relations by NBC board Friday. Mr. Smith's promotion announced three weeks ago [BROADCASTING, Oct. 23], but formal election awaited Board meeting. He will be in charge of station relations for both radio and television networks.

WOR-TV New York plays host to Governor Dewey, starting 6 a.m. for 18 hours, Nov. 6, day before elections. When not telecasting, Governor will answer telephones.

Closed Circuit

(Continued from page 4)

allied with Pecora forces for years, and is hel in highest esteem.

BEING WATCHED closely by FCC, as demonstrated by Chairman Coy's stinging letter t Hallicrafters (page 58), is battle of behemoths in newspapers and on air over TV color versu black-and-white. Action, if any, might come by (1) Direct FCC proceedings; (2) Federa Trade Commission citations charging fals or misleading advertising; (3) anti-trust proceedings through Justice Dept.

OFFER of NAB's assistance in baseball official's consideration of radio-television at thei winter meeting was made by Public Affair Director Robert K. Richards, on authority o General Manager William B. Ryan, at breakfast conference with Baseball Commissione A. B. Chandler and his Executive Council jus before last week's council meeting in Cincinnat (see story page 23).

NAB BOARD GETS PROPOSAL FOR 'SEMI-FEDERATION'

PLAN to reorganize NAB into semi-federation consisting of AM, TV and FM division submitted to NAB board Friday by Distric 4 in final session at Williamsburg, Va., meeting (see story page 25). Board will take i up Nov. 15-17 in Washington.

Proposal grew out of resolution submitte to Resolutions Committee by Gilbert M Hutchison, president of WBIG Greensboro N. C. Committee refused to support resolution and referred it to convention for action After discussion, convention adopted substitute resolution offered by Campbell Arnoux WTAR-AM-TV Norfolk, recently retired NAB District 4 director. Mr. Arnoux propose plan be turned over to board for study, contending district would not have enough TV members to permit vote.

William B. Ryan, NAB general manager said headquarters staff had been considering separation of TV activities during last fe days but desired more time for study. He said he had planned to bring subject befor board. Mr. Arnoux said TV members shoul have own sub-board and pay separate TV dues to NAB, claiming video members are not getting service their present stature warrants Board has only few TV members, he said Gaines Kelly, WFMY-FM-TV Greensboro seconded Mr. Arnoux's substitute resolution

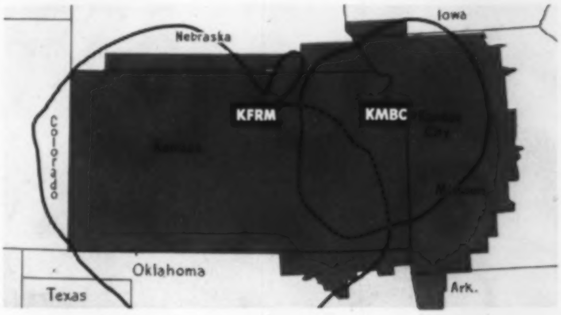
Charles Crutchfield, WBT-TV Charlotte N. C., said it would be a mistake for TV members to pull entirely out of NAB.

Two new members joined NAB, WMFC Columbia, S. C.; WSSV Petersburg, Va.

Friday speakers included Charles A. Batson NAB-TV director, on television; A. D. Willard Jr., WGAC Augusta, Ga., presenting pla to expand BAB and separate it from association; Lee Hart, BAB assistant director, o "Methods of Increasing Sales."

Other resolutions endorsed NAB Preside Justin Miller, Mr. Ryan and other members o staff who took part in meeting; thanked M Willard for BAB presentation; restated confidence in NAB; paid tribute to C. T. Lucy an WRVA Richmond on 25th anniversary; urge continuing research study to present true stor of radio as sales force; asked RTMA to separate FM sets in production figures; oppose resolution calling for annual radio license fe asked FCC ease operator requirements durin emergency; praised Frank White, MBS president, for recognizing FM's expanding audience by signing WASH (FM) Washington a affiliate; rededicated industry to public servi on 30th anniversary Radio and Televisi Week celebration.

THE KANSAS CITY MARKET
Does Not Run in Circles!


Iowa
Nebraska
KFRM
KMBC
Kansas City
Colorado
Kansas
Missouri
Oklahoma
Texas
Ark.

Daytime half-millivolt contours shown in black.

It's a Rectangle...

and Only The KMBC-KFRM Team Covers It Effectively and Economically!

More thousands of loyal radio listeners thronged to The KMBC-KFRM Team's daily program originations at the 1950 Missouri and Kansas State Fairs, and the American Royal Livestock Show in Kansas City, than ever before.

This is more substantiating evidence to back up Conlan's Spring coincidental survey of 146,000 calls showing The KMBC-KFRM Team's constantly increasing leadership and audience-affection in the Kansas City Primary Trade area. And, Hooperatings for August-September show KMBC with a greater lead over other Kansas City stations than ever before.

For better results — for complete, economical coverage, *without waste circulation* — buy The KMBC-KFRM Team in the Heart of America. Call KMBC-KFRM or any Free & Peters "Colonel" for complete details.

The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC

XUM